

**Stroud District Council  
Budget Consultation 2010**

**Research Report**

**November 2010**

**Report prepared for:**

**Stroud District Council  
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# 1. Executive Summary

## 1.1 Introduction

Earlier this year, Stroud District Council commissioned The Research Box to undertake research relating to the Council's budget preparations, following the research studies undertaken in 2004-2009. The aim was to provide an understanding of the community's view of the issues associated with the development of the Council's Budget for 2011/12 and to help the Authority decide on the level of Council Tax increase for the forthcoming year.

The research was carried out this year amongst both residents and businesses in the District.

This report contains the principal findings arising from this consultation. The consultation with residents was undertaken by means of 300 telephone interviews with a representative random selection of residents of the District. The business survey was carried out with 200 randomly-selected businesses in the District.

## 1.2 Summary of Key Findings : Residents

### General Attitudes towards the Council

Residents remain generally quite positive about the Council, with nearly two-thirds saying they are satisfied with the way the Council runs things and nearly three-quarters saying that they are satisfied that SDC is working to improve the environment.

Comparison with the previous two years' results shows that attitudes have become more positive over the past 12 months on the issues of being 'businesslike and efficient', providing 'service improvement' and providing 'value for money'.

Amongst the Council's **mandatory** services, refuse collection and pest control were both viewed particularly positively by a very large majority of residents. The worst performing services were 'homelessness' and 'planning and building control' – where more than 30% of residents gave the Council a poor or very poor score. Attitudes towards many of the mandatory services provided by the Council have seen an improvement this year.

Many of the Council's **discretionary** services are rated higher than the mandatory ones – fourteen were scored above 50%, with many of the top services (particularly concessionary travel tokens and the museum) achieving scores above 66%. There have been some marked improvements in perceptions amongst discretionary services since last year.

### Council Tax

The Council Tax options examined this year were either to accept the Government's proposal to freeze Council Tax or to have a small increase in the level of Council Tax in line with inflation. The majority of residents (56%) chose the latter; slightly fewer than 40% chose the Council Tax freeze option.



## Budget Priorities

In terms of **mandatory** services, the top three priorities for maintaining spending are refuse collection, street cleaning and homelessness, and for making savings are parking enforcement and licensing.

For **discretionary** services, the top three priorities for maintaining spending were recycling and composting, crime prevention and public conveniences. Priorities for making savings were Council publicity, energy advice and tourism promotion. There was very little support for the idea of ceasing to provide any discretionary services. However, the number of residents willing to see savings being made is far higher this year than it was in 2009.

## Policy Priorities

Residents were offered four Corporate Delivery Plan priorities and were asked to say how high a priority each should have. The highest priority overall was ‘providing value for money to local taxpayers and high quality services’ (80% gave this a high or very high priority score).

The lowest priority was ‘helping the community minimise its carbon footprint, adapt to climate change, recycle more and send as little waste to landfill as possible’ (59% gave this a high or very high priority score).

## Recycling

Nearly two-thirds of residents believe that they already recycle everything that they can. If the Council were to extend its household recycling service, then the materials that should have most priority were considered to be plastic (trays, tubs, yoghurt pots) and card. Both were given a high or very high priority by more than three-quarters of the District’s residents. Recycling food waste was seen to be the lowest priority.

### 1.3 Summary of Key Findings : Businesses

#### General Attitudes towards the Council

Businesses are far less positive about the Council than residents are, although they are generally more positive than negative – their strongest satisfaction is with the Council “improving the local environment”, with the weakest area being “economic recovery”. However, there are some signs this year that businesses are more positive in their attitudes than they were two years ago. Particular improvements can be seen in overall satisfaction (up by 13 percentage points) and on the local environment (+9%).

‘Food safety’ topped the list of **mandatory** services this year, with 81% of businesses giving this service as good or very good rating. For every mandatory service, perceptions are higher this year than in 2008.

As was evident with the resident survey, **discretionary** services are scored more highly amongst businesses than mandatory ones are. The two worst-performing services are seen to be ‘economic recovery and development’ and ‘energy advice’ – both seen as poor or very poor by



about a half of businesses in the District. However, it's clear that businesses are more positive this year about almost all discretionary services than they were two years ago.

## **Policy Priorities**

Business respondents were given the same list of four broad policy areas and their response was generally very similar to residents' views. However, it was rather different on one key area – recessionary recovery. More than 90% of businesses gave this a high or very high priority score, much higher than residents did.

## **Environmental Health**

One quarter of businesses (26%) have had some form of contact with SDC's environmental health service and, of these, almost everyone was treated fairly and found the staff helpful.

## **Waste and Recycling**

The clear majority of businesses are both aware of their duty of care responsibilities and of local companies that recycle waste, but there has been a slight decline in both these statistics since 2008.

The number of businesses that do recycle their waste has increased over the past two years, from 85% in 2008 to 88% this year.

There has also been an increase in business recycling activity amongst all categories of waste, especially electrical items (which has more than doubled since 2008).



## 2. Introduction

### 2.1 Background

In July 2010, Stroud District Council again commissioned The Research Box to undertake public and business consultation that would provide an understanding of the community's view of the issues associated with the development of the Council's Budget for 2011/12 and which would help the Authority decide on the level of Council Tax increase for the forthcoming year.

The research was carried out this year amongst both residents and businesses in the District.

### 2.2 Method : Residents Survey

The views of **residents** were obtained by randomly calling households in the District and asking to speak to the person there who was responsible (solely or jointly) for the payment of their Council Tax. The households contacted in this way were spread throughout the localities of the District in line with the actual density of population in those localities.

A total of 300 residents responded to the survey. With this level of response, we can be 95% confident that the telephone survey results are accurate to within the following limits:

observed result	accuracy
10%	+/- 3.3%
20%	+/- 4.4%
30%	+/- 5.1%
40%	+/- 5.4%
50%	+/- 5.6%
60%	+/- 5.4%
70%	+/- 5.1%
80%	+/- 4.4%
90%	+/- 3.3%

Survey fieldwork took place between 4<sup>th</sup> and 19<sup>th</sup> October, 2010. The interview took, on average, nearly 20 minutes to conduct, rather longer than in previous years.

The questionnaire had the following structure:

- perceived performance of the District Council on service delivery
- budget priorities (where do people believe there should be more or less spending?)
- Council Tax options & corporate priorities
- attitudes towards the local area
- profile questions (for example, age, gender and household circumstances).

In many of the charts that follow, the figures do not sum to 100%. This is primarily because the residents who have said 'neither' ('good' nor 'poor', for example) have been omitted from the charts for the sake of clarity.



A copy of the questionnaire is included in Appendix B to this report.<sup>1</sup>

### 2.3 Method : Business Survey

The **business** consultation was undertaken with a stratified random selection of businesses in the District who were contacted by phone. Target respondents were the person in the organisation who ‘would represent the company on the matter of Business Rates and the provision of local services by the District Council’.

After the initial phone contact, the purpose of the interview was explained and permission for interview agreed. The profile of the organisations that took part is described in Appendix C.

The interview took, on average, just 13 minutes to conduct<sup>2</sup> and fieldwork took place between 4<sup>th</sup> and 12<sup>th</sup> October, 2010. A total of 200 businesses responded to the survey. A quota was set to achieve 30% of interviews with small businesses (1-4 employees) and 70% with larger businesses (5+ employees). The list of businesses in the District that was used for the survey was sourced on this basis but, in the end, there were a number of inaccuracies in the number of employees (perhaps due to downsizing during the recession) that resulted in the survey over-sampling smaller businesses – they comprised 44% of the final dataset.

The questionnaire had the following structure (a copy is included in Appendix D to this report):

- profile details (such as respondent title and level of responsibility, company size etc)
- satisfaction with the District Council’s performance
- views on the Council’s future strategies and plans (what should the priorities be?)
- various other issues that, this year, included
  - the Council’s environmental health service
  - behaviour and attitudes towards waste and recycling.

In many of the charts that follow in the chapter that examines the business results, the figures do not sum to 100%. This is primarily because the business respondents who have said ‘neither’ (‘good’ nor ‘poor’, for example) have been omitted from the charts for the sake of clarity.

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<sup>1</sup> It may be noted that the residents questionnaire in Appendix B includes a question as to whether the respondent feels they use or benefit from each of the series of services (or not). The inclusion of this question for each service increased the interview length to over 25 minutes so, with the agreement of SDC, the question was dropped (after 63 interviews had been completed) in order to avoid an increase in fieldwork costs.

<sup>2</sup> The business survey was originally planned to take 6 minutes. Two factors increased the length of the interview: i) the extra benefit/not benefit questions, ii) the question “In what ways do you think the District Council can help with economic recovery?” (this latter generated a huge level of comment). It was agreed with SDC to keep these questions in, with the extra fieldwork costs shared with the client.



## 2.4 Structure of the Report

This report summarises the key findings arising from the telephone survey consultation and shows how attitudes have changed in the last year. It has two principal chapters:

- Chapter Three contains the findings arising from the interviews with residents. It examines:
  - background attitudes towards the District Council
  - attitudes to Council Tax increases and the priorities for budget spending
  - perceived priorities for the Council's corporate development plan
  - other findings from the research
- Chapter Four contains the findings from the business survey. This chapter examines:
  - background attitudes towards the District Council
  - perceived priorities for the Council's corporate development plan
  - other findings from the research.

More detail from the two surveys may be found in the full tabulations of the survey results, issued as annexes to this report.



### 3. Residents Survey

#### 3.1 Attitudes towards the District Council

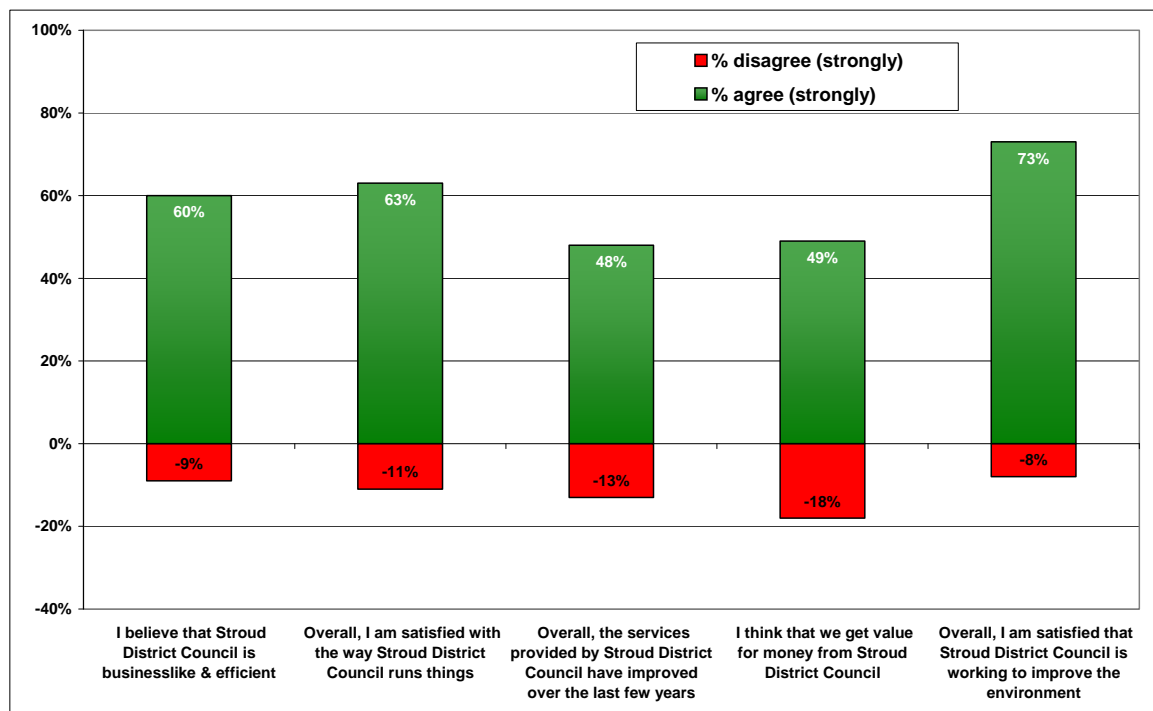
The telephone survey questionnaire included several questions that examined residents’ views of the District Council and its services.

Respondents were asked to examine five initial statements and to say whether they agreed or disagreed with them. This year the statements were:

- I believe that Stroud District Council is businesslike and efficient
- overall, I am satisfied with the way that Stroud District Council runs things
- overall, the services provided by Stroud District Council have improved over the past few years
- I believe we get value for money from Stroud District Council.
- overall I am satisfied that SDC is working to improve the environment.

As may be seen from the figure below, residents remain generally quite positive about the Council, with nearly two-thirds saying they are satisfied with the way the Council runs things and nearly three-quarters saying that they are satisfied that SDC is working to improve the environment. Also evident from the chart is the much weaker agreement on the ‘value for money’ and ‘service improvement’ questions.

**Figure 3.1a: Attitudes Towards the District Council 2010**

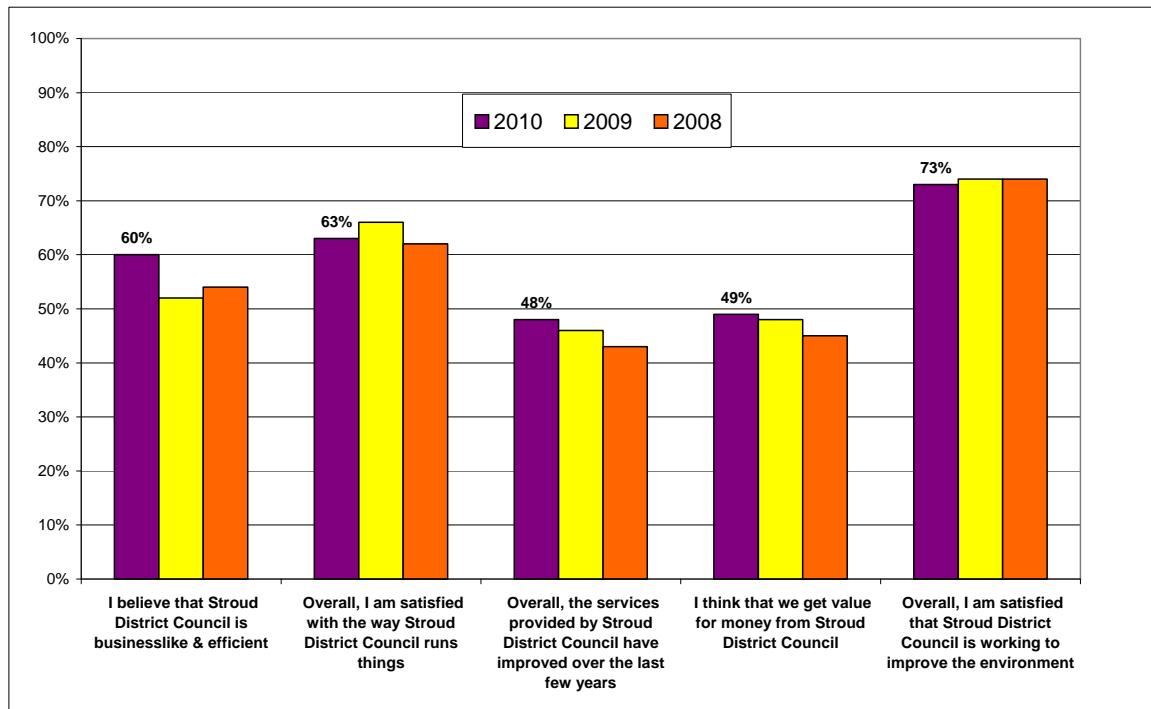


Note: excludes, for the sake of clarity, those saying ‘neither’



Comparison with the previous two years' results shows that attitudes have become more positive over the past 12 months on the issues of 'businesslike and efficient', 'service improvement' and 'value for money'.

**Figure 3.1b: Comparison of Attitudes Towards the District Council, 2008-10**



### 3.2 Perceived Performance of the Council

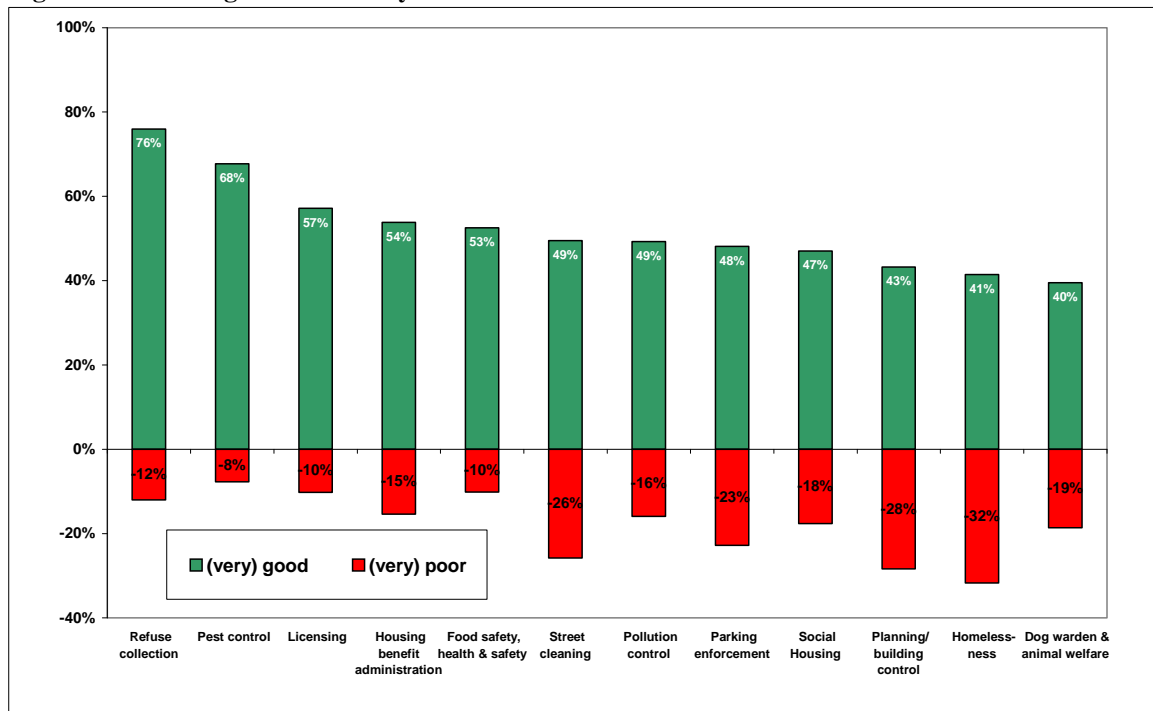
Respondents were asked to rate a series of the Council's services, some 31 in total, whether they used these services or not. This question, that examines residents' *perceived* performance of the Council, was rated on a five-point scale from very poor → very good. This year, for the first time, these 31 services have been separated into two categories: services that are **mandatory** (that the Council is obliged to provide) and those that are **discretionary** (where the Council chooses whether to provide the service or not).

Amongst the twelve **mandatory** services (see overleaf), refuse collection and pest control were both viewed positively by a very large majority of residents. The worst performing services were 'homelessness' and 'planning and building control' – where more than 30% of residents gave the Council a poor or very poor score.

Attitudes towards many of the mandatory services provided by the Council have seen an improvement this year (those rating the services as very good or good). These results are also shown overleaf.

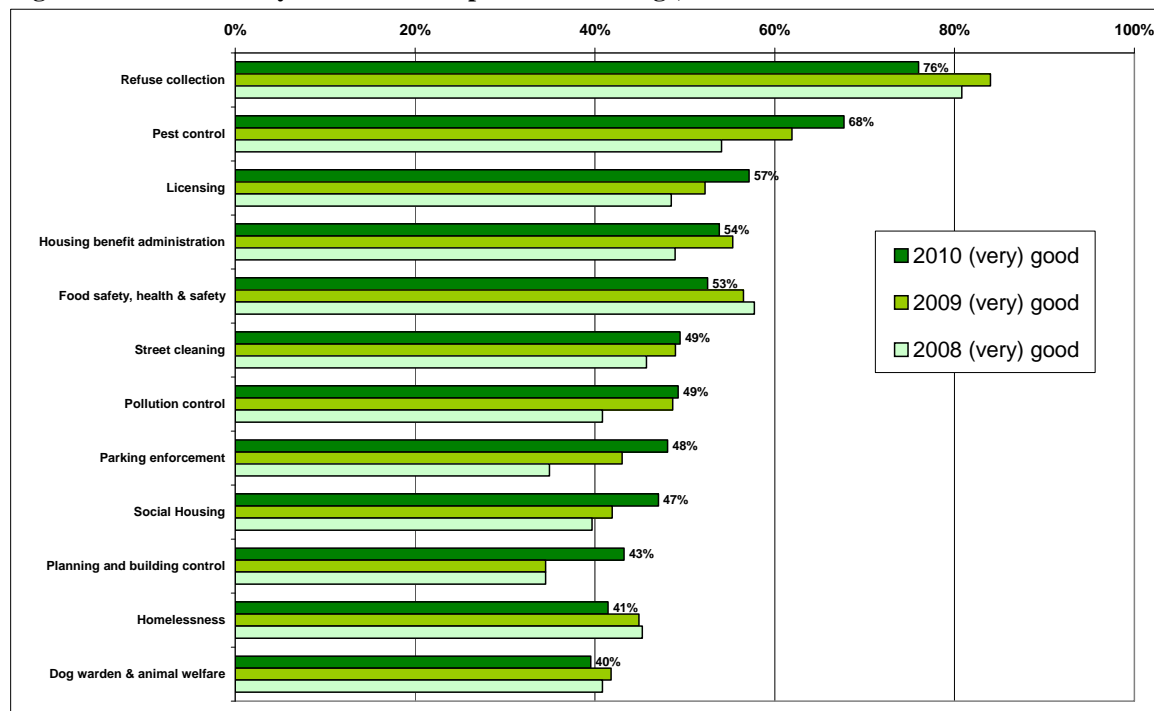


**Figure 3.2a: Ratings of Mandatory Council Services 2010**



Note: The figures in this chart have been adjusted to remove those who said 'don't know'.

**Figure 3.2b: Mandatory Services - Comparison of Ratings, 2008-10**

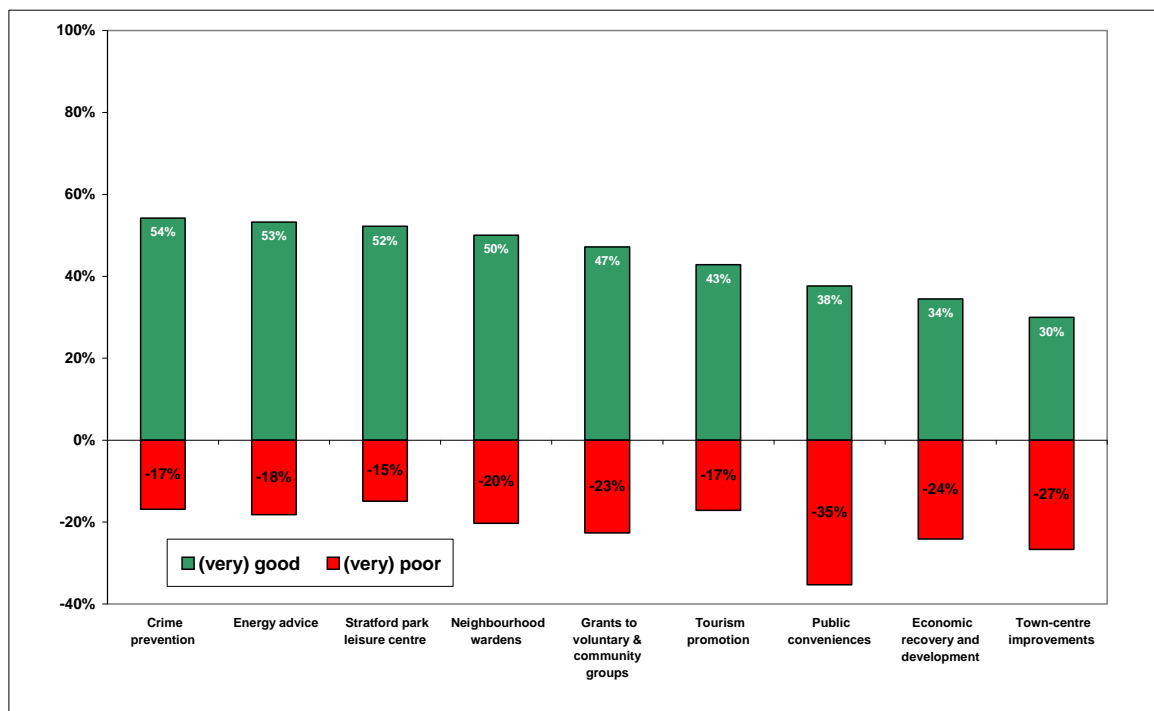
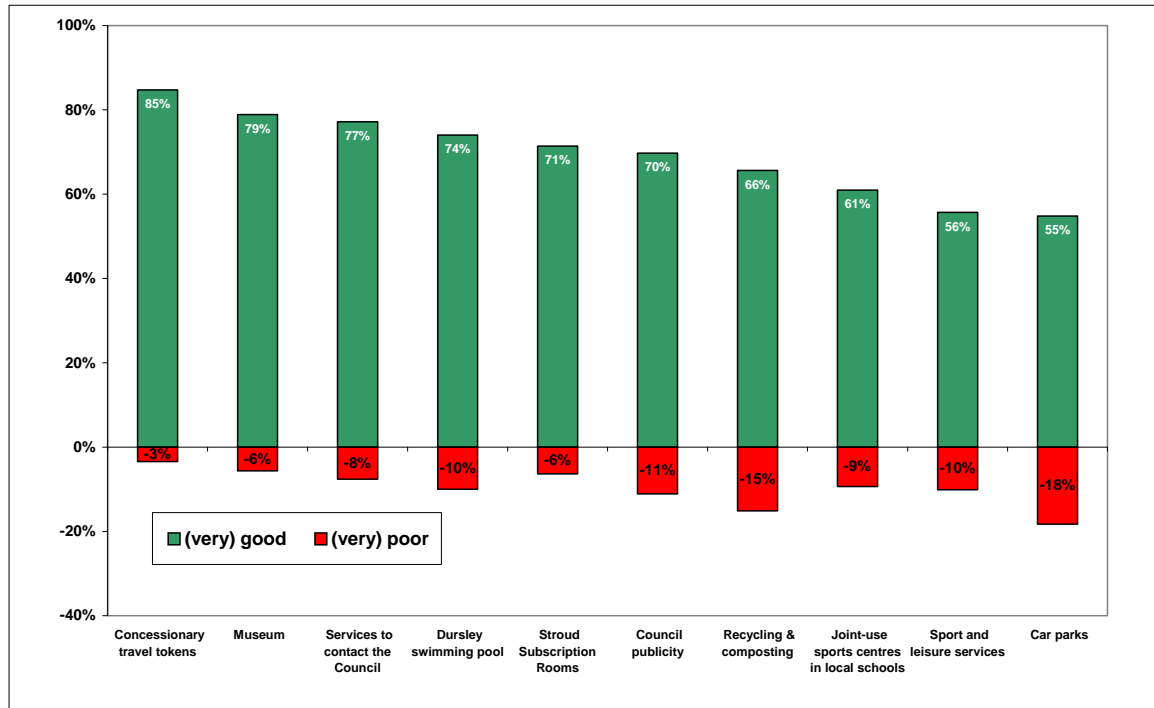


Note: % saying 'good' or 'very good'



Many of the **discretionary** services are rated higher than the mandatory ones. As the two charts below show, fourteen of the services are scored above 50%, with many of the top services (particularly concessionary travel tokens and the museum) achieving score above 66%.

**Figure 3.3a: Ratings of Discretionary Council Services 2010**

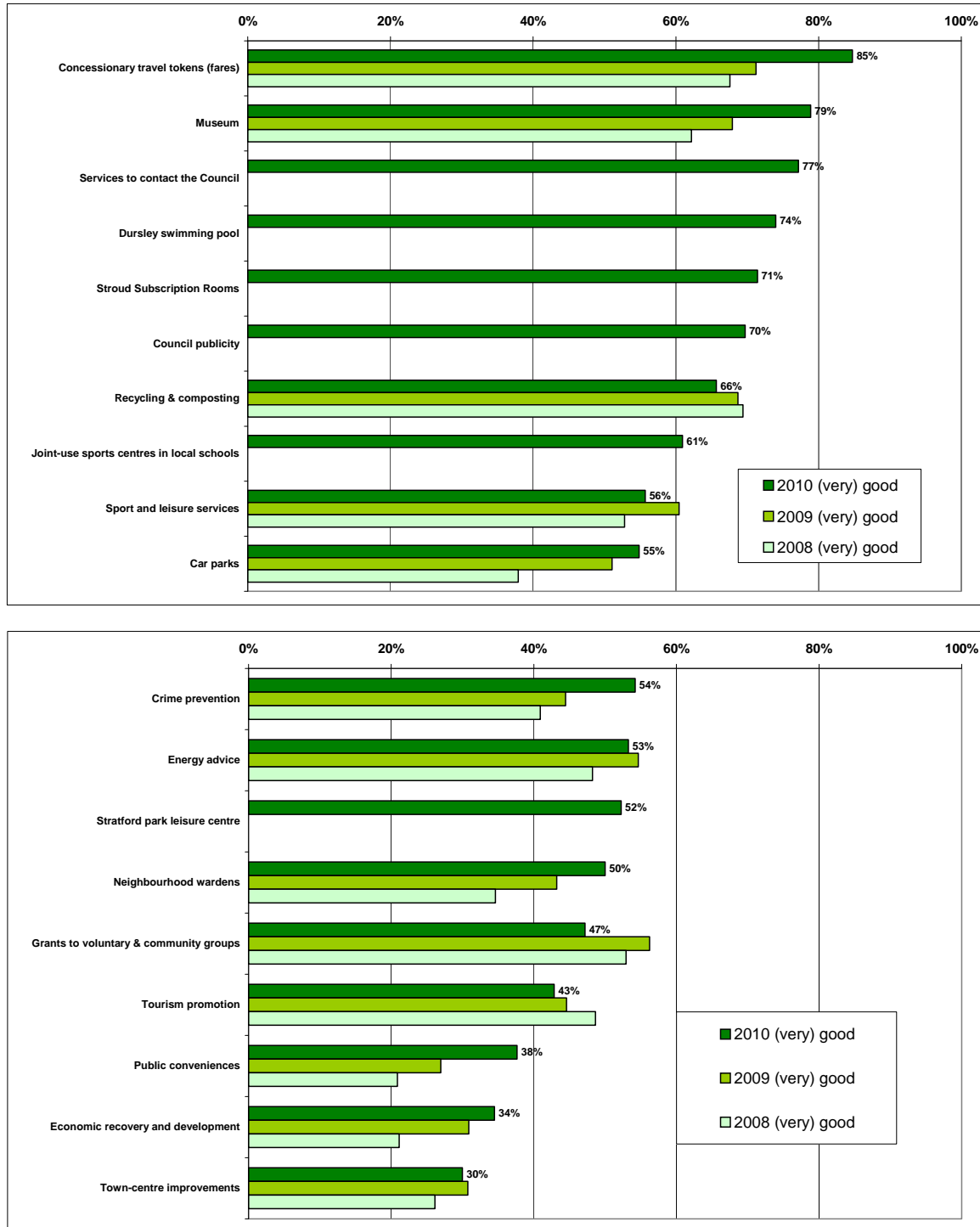


Note: The figures in these charts have been adjusted to remove those who said ‘don’t know’.



There have also been some marked improvements in perceptions amongst discretionary services since last year. As may be seen in the two charts below, there have been big improvements in perceptions for the museum and discretionary travel tokens, crime prevention, neighbourhood wardens and public conveniences.

**Figure 3.3b: Discretionary Services - Comparison of Ratings, 2008-10**



Notes: % saying 'good' or 'very good'  
 There are a number of services examined for the first time this year.



### 3.3 Council Tax Increases

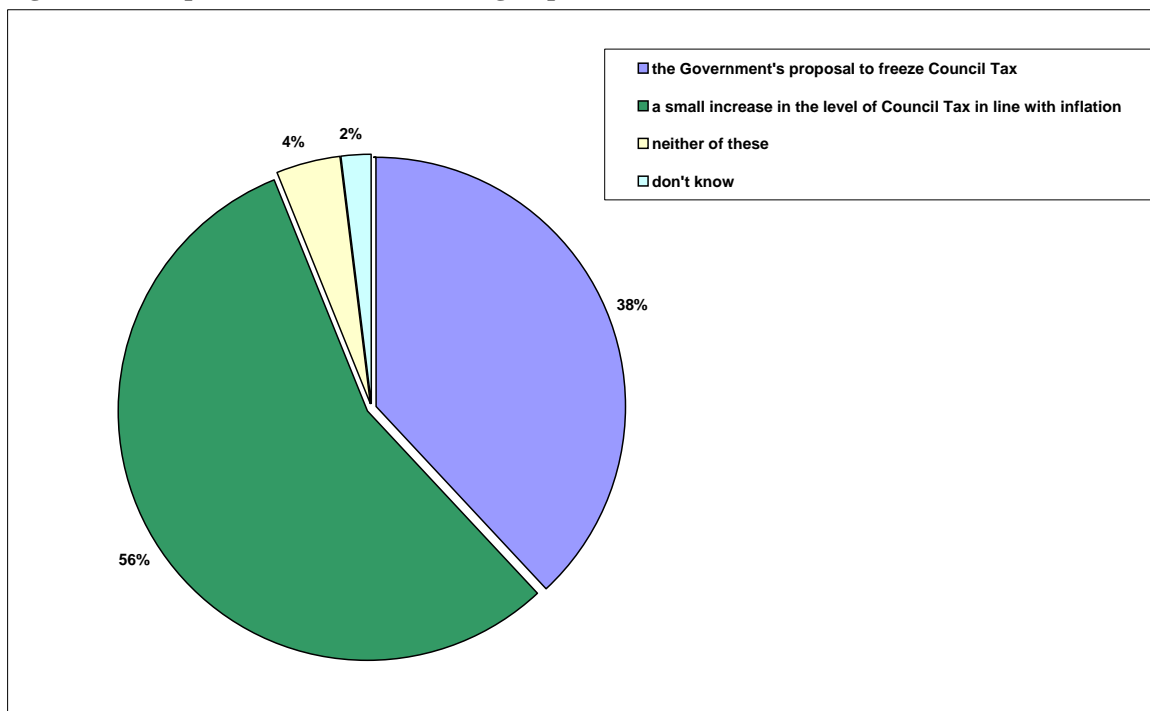
As in previous years, residents were asked to choose a preferred option for the District Council's Council Tax increase for next year. Beforehand, they were informed that *"The Government is encouraging Councils to freeze the level of Council Tax for next year. With the reduction in financial support from the Government already proposed, a freeze on the level of Council Tax will further increase the gap between the cost of providing services and the funding available. Efficiency savings alone will not be sufficient to bridge the gap and some services will have to be reduced or cut"*.

This year, the options offered to them were as follows, with provision made (although not offered to respondents) for them to opt out and say 'none of these options':

- the Government's proposal to freeze Council Tax; or
- a small increase in the level of Council Tax in line with inflation. (For SDC's share of the Council Tax, an increase of 2% is less than 4p a week for a Band D property).

As may be seen below, the majority and largest group (56%) chose a small increase in the level of Council Tax in line with inflation. Slightly fewer than 40% chose the Council Tax freeze option.

**Figure 3.4: Response to Council Tax Change Options 2010**



### 3.4 Budget Priorities

In the interview, residents were given the list of twelve **mandatory** Council services and were asked to indicate whether they thought the Council should be maintaining spending on each service, or spending less.

The following chart provides the full picture, with the percentage of residents saying ‘maintain spending’ shown in khaki, ‘spend less’ in pink, with ‘don’t knows’ shown in cream.

A number of findings arise from this:

- the top three priorities for maintaining spending are refuse collection, street cleaning and homelessness
- the top priorities for making savings are parking enforcement and licensing
- there is only one service (licensing) where there are more residents who believe that there should be less spending than there are who believe that spending should maintained.

**Figure 3.5: Budget Priorities, Mandatory Services 2010**



Residents were also given the list of 19 **discretionary** services (plus an extra one of “discretionary business rate relief to qualifying organisations”) and were asked, for each, whether they thought the Council should be maintaining spending on each service, spending less or (because the services are discretionary) actually ceasing the service altogether.

The chart overleaf provides the full picture, with the percentage of residents saying ‘maintain spending’ shown in khaki, ‘spend less’ in pink, and ‘cease the service’ in red. ‘Don’t knows’ are shown in cream.

The top three priorities for maintaining spending were recycling and composting, crime prevention and public conveniences. Priorities for making savings were Council publicity,



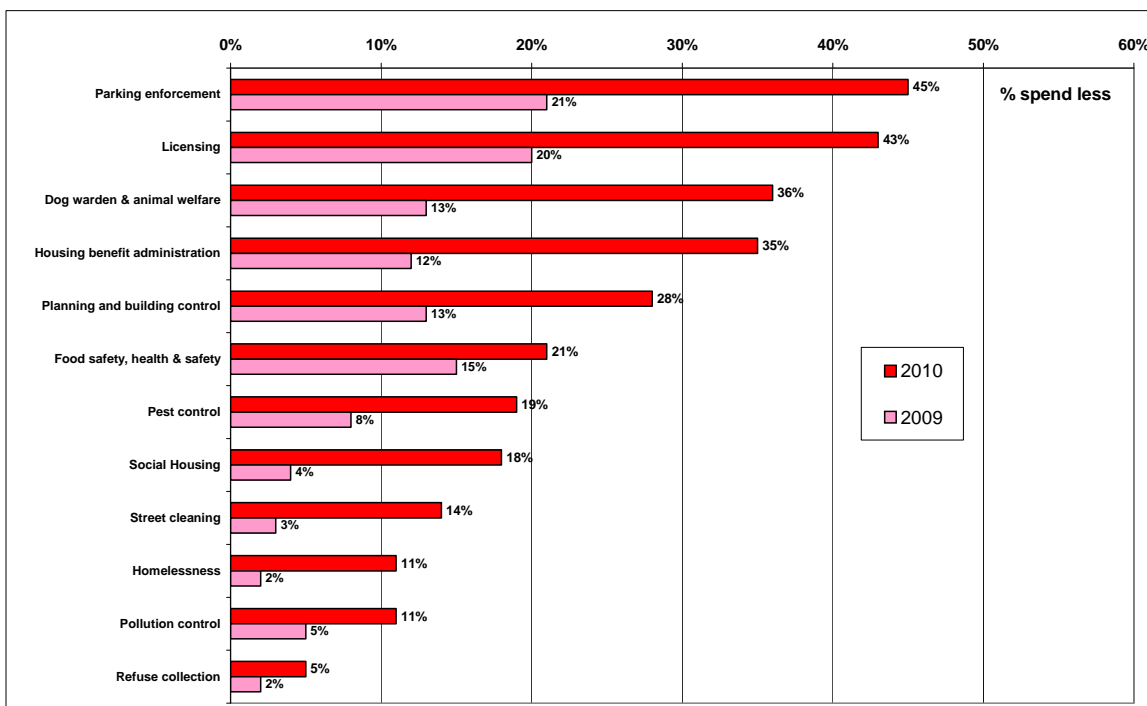
energy advice and tourism promotion. There was very little support for the idea of ceasing to provide any discretionary services.

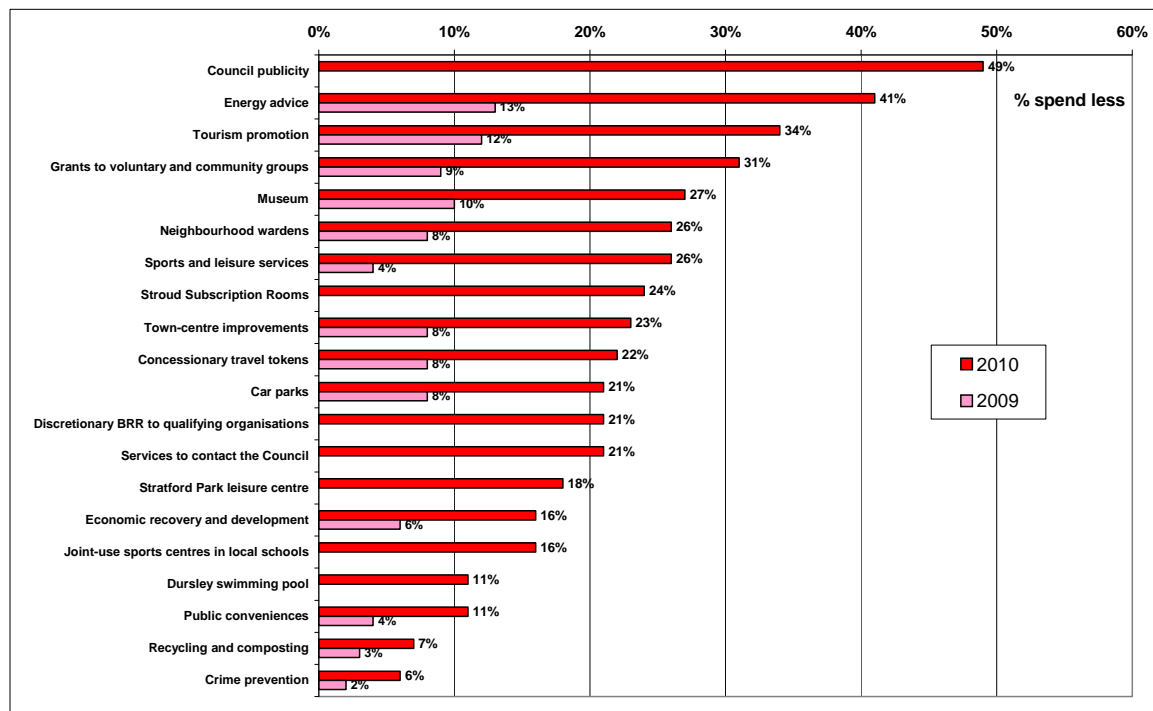
**Figure 3.6: Budget Priorities, Discretionary Services 2010**



Despite what appears to be a significant appetite to maintain spending, there has been quite a shift since last year in the number of residents who want spending to be less. The two charts that follow show the comparisons – first for mandatory services and then for discretionary ones. In each chart, the services have been re-ordered to show the services in order of the priorities for spending cuts.

**Figure 3.7a: Comparison of Desired Spending Cuts – Mandatory Services, 2009-10**



**Figure 3.7b: Comparison of Desired Spending Cuts – Discretionary Services, 2009-10**

Residents were then given the opportunity in an open-ended question to say whether there were any other areas where they believe “the Council can deliver improvements for local residents and businesses with less money”.

Example suggestions being made included greater efficiencies internally and ideas for generating greater use of facilities, but a lot of people just wanted more spending (typically in their favoured area). Some example quotes were:

*With regards to the Dursley Swimming Pool, I think the Council has at its disposal an excellent facility, but they do not use it as much as they could. They could offer lessons in there, for which they could charge and get the money*

*Recycling - cardboard doesn't get collected and it means people have to travel to get rid of it. This is the same with garden waste. Lots of people can't manage this, so it should be recycled at the door*

*The council can get rid of departments within the council that are not needed, as this wastes money which is already limited within the council*

*If the council don't have any money then they should keep all the money that they have got instead of spending it on improvements.*



### 3.5 Policy Priorities

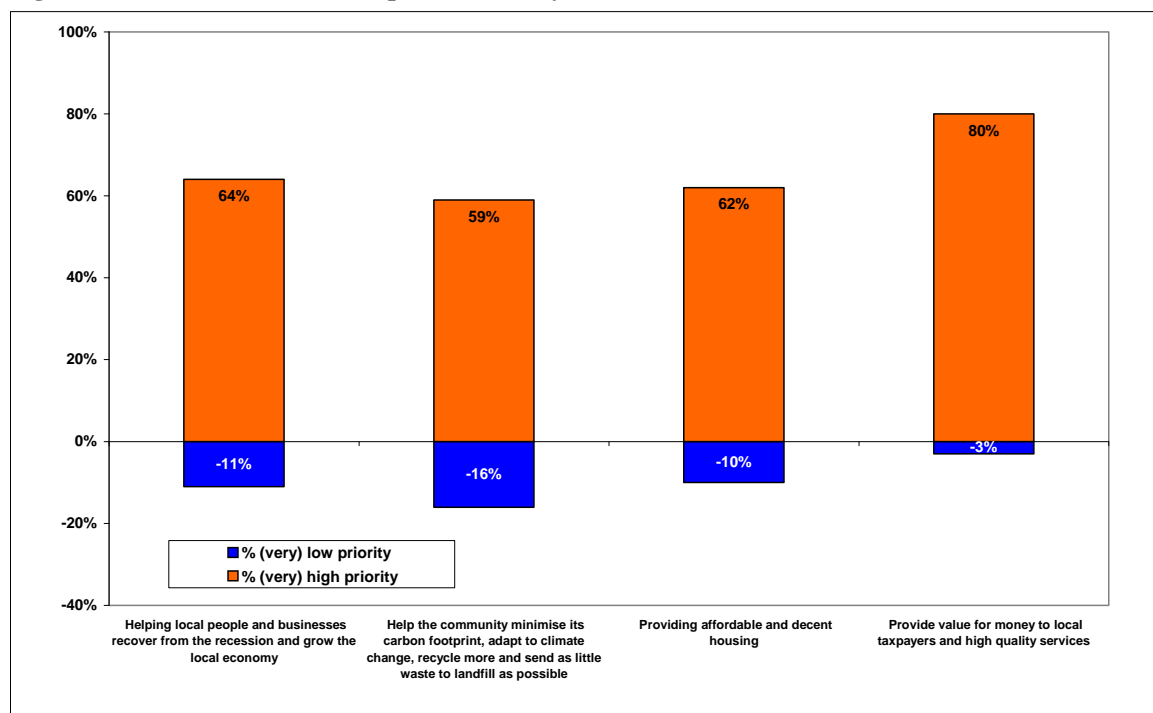
Residents were offered four Corporate Delivery Plan priorities and were asked to say whether they thought each should have a high, medium, or low priority (actually a five-point scale from very high → very low priority). The four priorities were:

- helping local people and businesses recover from the recession and grow the local economy
- helping the community minimise its carbon footprint, adapt to climate change, recycle more and send as little waste to landfill as possible
- providing affordable and decent housing
- providing value for money for local taxpayers and high quality services.<sup>3</sup>

As may be seen in the next chart below, the highest priority overall was providing value for money to local taxpayers and high quality services (80% gave this a high or very high priority score).

The lowest priority was helping the community minimise its carbon footprint, adapt to climate change, recycle more and send as little waste to landfill as possible (59% gave this a high or very high priority score).

**Figure 3.8: Priorities for the Corporate Delivery Plan, 2010**



<sup>3</sup> It should be noted that a number of respondents saw this as two priorities rolled into one.



People responding to the survey were then given an open opportunity to say what areas they thought the Council should be focusing on. The answers were varied and often unhelpful, with examples being:

*More promotion of the use of solar panels*

*The rubbish collection isn't very good at all. Plus the streetlights go on and off during the course of the night*

*I think the Council should make sure that the canal is finished and well maintained, and also try and promote the image of the town in connection with it*

*They should really focus on road maintenance and mending*

*For the town to attract people to visit there should be adequate car parking, which there is not at this moment in time*

*In the case of single young people that are trying to settle down and rent a small property, maybe a flat or a bedsit, I think the Council could try and help them with the Council Tax. I do not think it is fair to expect them to pay the full of amount*

*Yes the council should stop wasting money as they have recently spent a lot of money on changing the refuse collection service so that it was more cost efficient. This did not happen in the end and it ended up costing more money to change the service back.*

Many of the comments, as some of the illustrations show, concerned services that are not those provided by the District Council.

### **3.6 Recycling**

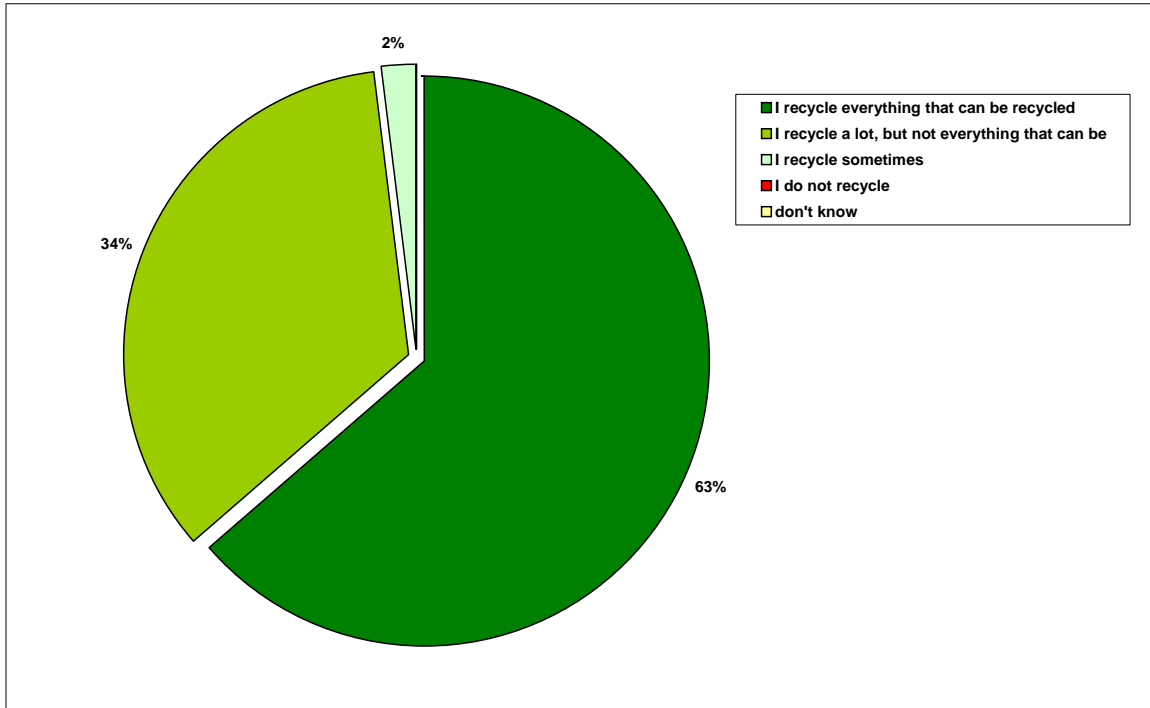
This year, a short section of the residents' survey questionnaire examined recycling behaviour. Three questions were asked:

- how much do they recycle?
- if the Council were to extend its household recycling service, which materials should have most priority?
- whether there is anything that the Council could do to help them recycle more?

The first chart overleaf shows that nearly two-thirds of residents believe that they already recycle everything that they can.

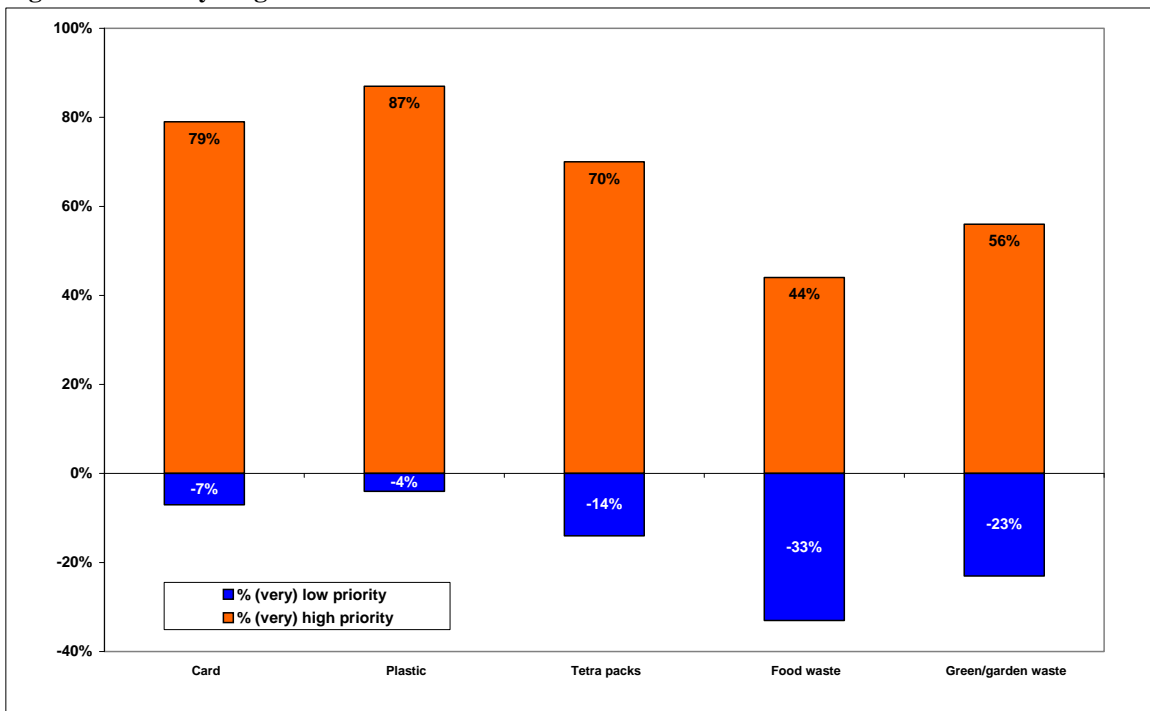


**Figure 3.9: Recycling Behaviour**



If the Council were to extend its household recycling service, then the materials that should have most priority are considered to be plastic (trays, tubs, yoghurt pots) and card. Both were given a high or very high priority by more than three-quarters of the District’s residents. Recycling food waste was seen to be the lowest priority.

**Figure 3.10: Recycling Priorities**



Note: Excludes those saying ‘neither’ a high nor low priority.



In response to the open-ended question (“is there anything that the Council could do to help you recycle more?”) the ideas that were put forward included bigger recycling bins, more doorstep collections (which reduces their carbon footprint) and more, and better, information.

Example comments included:

*The council should provide a more detailed list of what can and cannot be recycled as at the moment it is very vague*

*Provide a collection for cardboard and food waste*

*The Council should give directives to local supermarkets and not allow them to sell things packed in plastic, but in cardboard or paper. The issue should be tackled from the producers*

*They should take the garden waste and use it for compost, not just for landfill. I used to put the garden waste in the green bag near the landfill waste, but I stopped doing that after I've seen that they put everything together*

*More to collected at the door instead of having to take stuff like cardboard into Stroud. Also they don't recycle the plastic trays that tomatoes come in.*



## 4. Business Survey

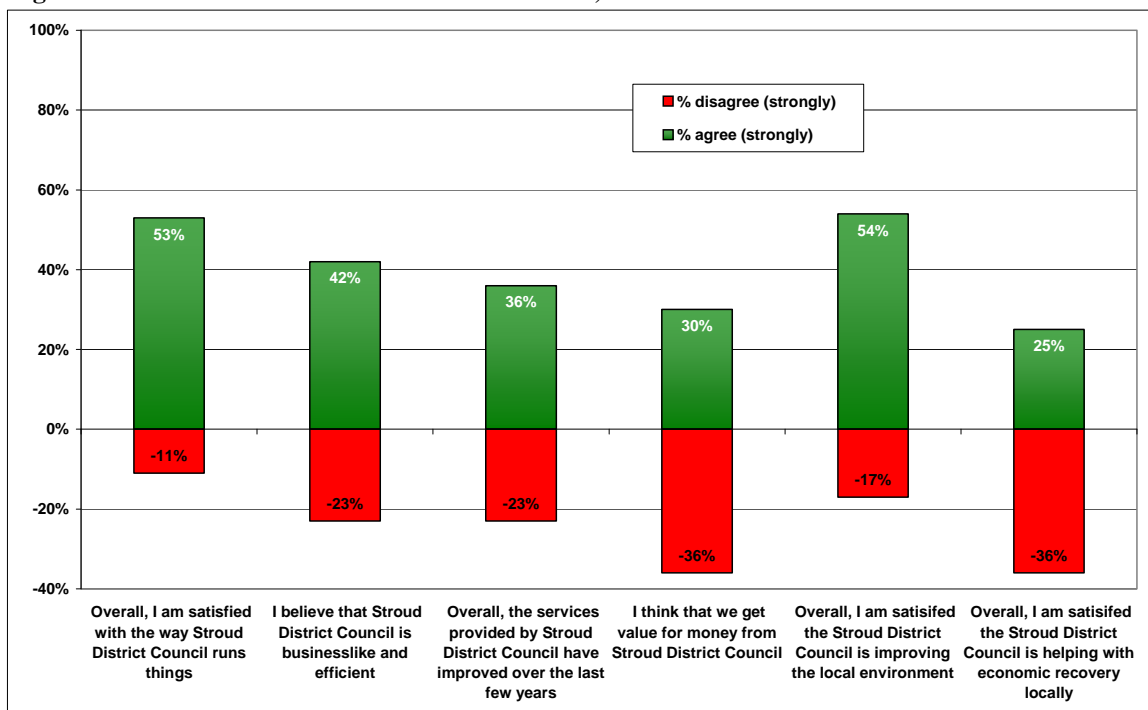
### 4.1 Attitudes towards the District Council

The business survey questionnaire included several questions that examined views of the District Council and its services. Respondents were asked to examine six statements and say whether they agreed or disagreed with them. The statements were:

- Overall, I am satisfied with the way that Stroud District Council runs things
- I believe that Stroud District Council is businesslike and efficient
- Overall, the services provided by Stroud District Council have improved over the past few years
- I think that we get value for money from Stroud District Council
- Overall I am satisfied that Stroud District Council is improving the local environment
- Overall, I am satisfied that Stroud District Council is helping with economic recovery locally<sup>4</sup>.

The responses to these six statements are generally more positive than negative, with the strongest factor being overall satisfaction that the Council is “improving the local environment” and the weakest area being “economic recovery”. In the chart below (and all similar charts in this chapter) the agree/agree strongly responses have been grouped together. So too have the disagree/disagree strongly responses.

Figure 4.1a: Attitudes towards the District Council, Businesses



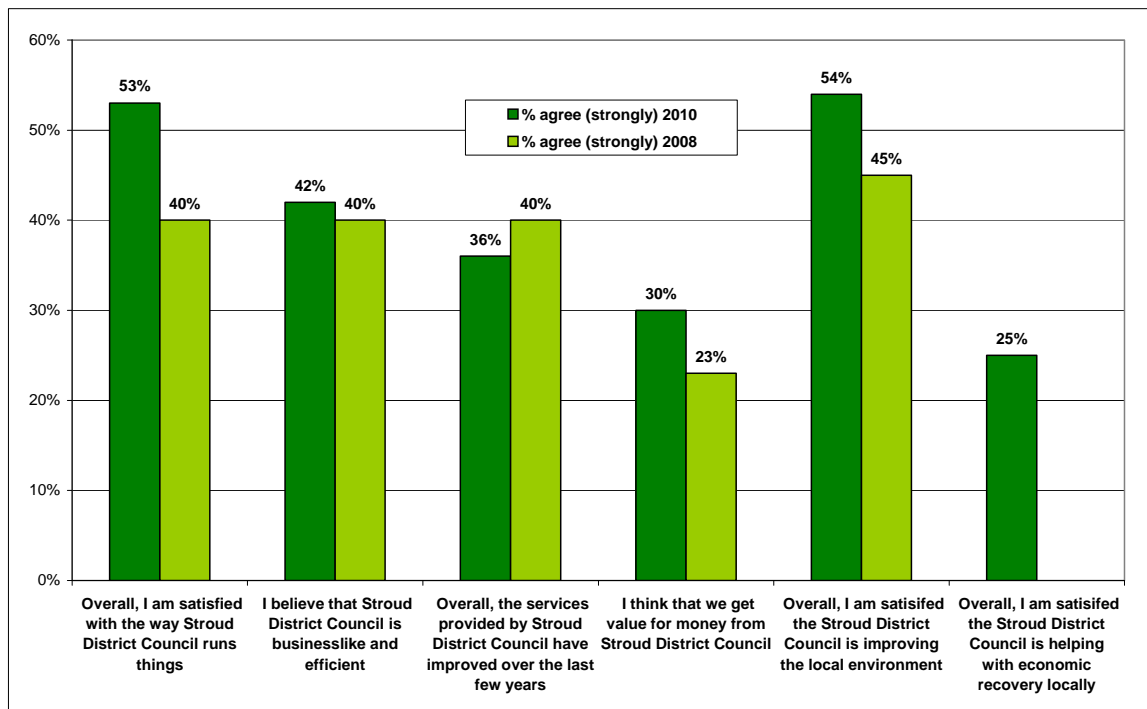
Note: Excludes those saying they ‘neither’ agree not disagree.

<sup>4</sup> Not asked in 2008.



There are some signs this year that businesses are more positive in their attitudes than they were two years ago, when the survey was last carried out. Particular improvements can be seen in overall satisfaction (up by 13 percentage points) and on the local environment (up 9%).

**Figure 4.1b: Comparison of Attitudes towards the District Council 2008-10**



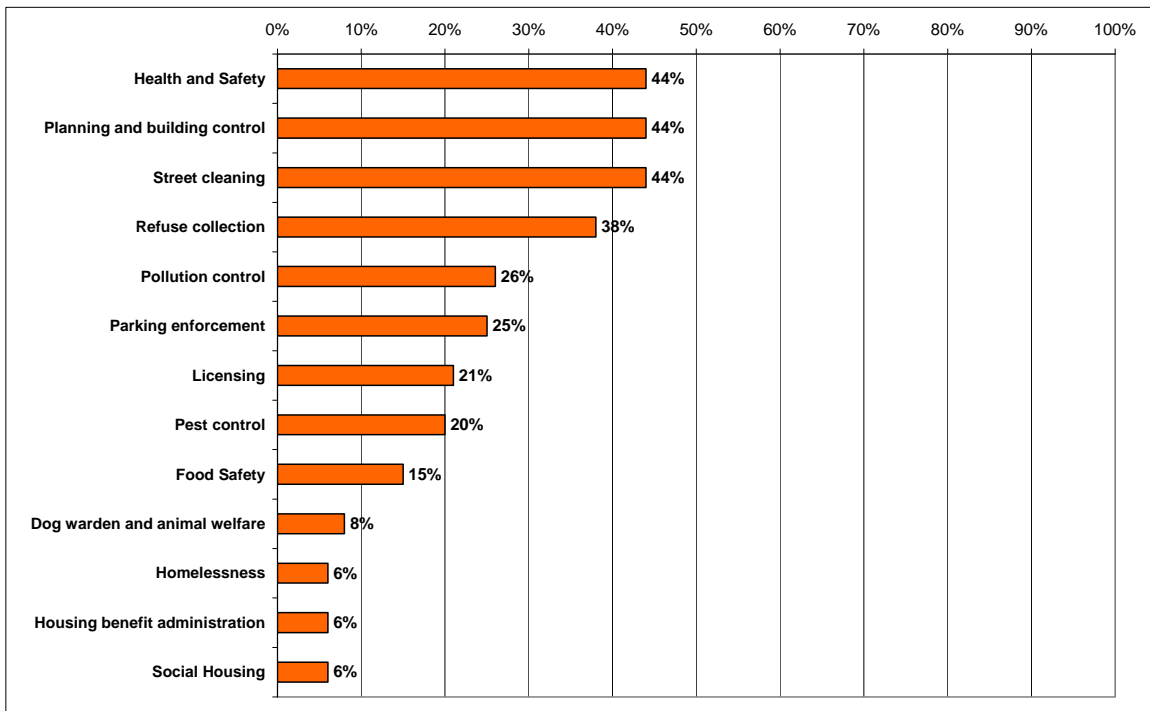
## 4.2 Perceived Benefit from Council Services

Earlier in the questionnaire, respondents were provided with a list of 13 mandatory services and 20 discretionary ones and asked to say whether they believed their business used and benefited from each service or not. The mandatory services most benefiting businesses (see the first chart overleaf) were 'health & safety', 'planning control' and 'street cleaning' – but in all cases, fewer than a half of businesses felt they were benefiting from these services.

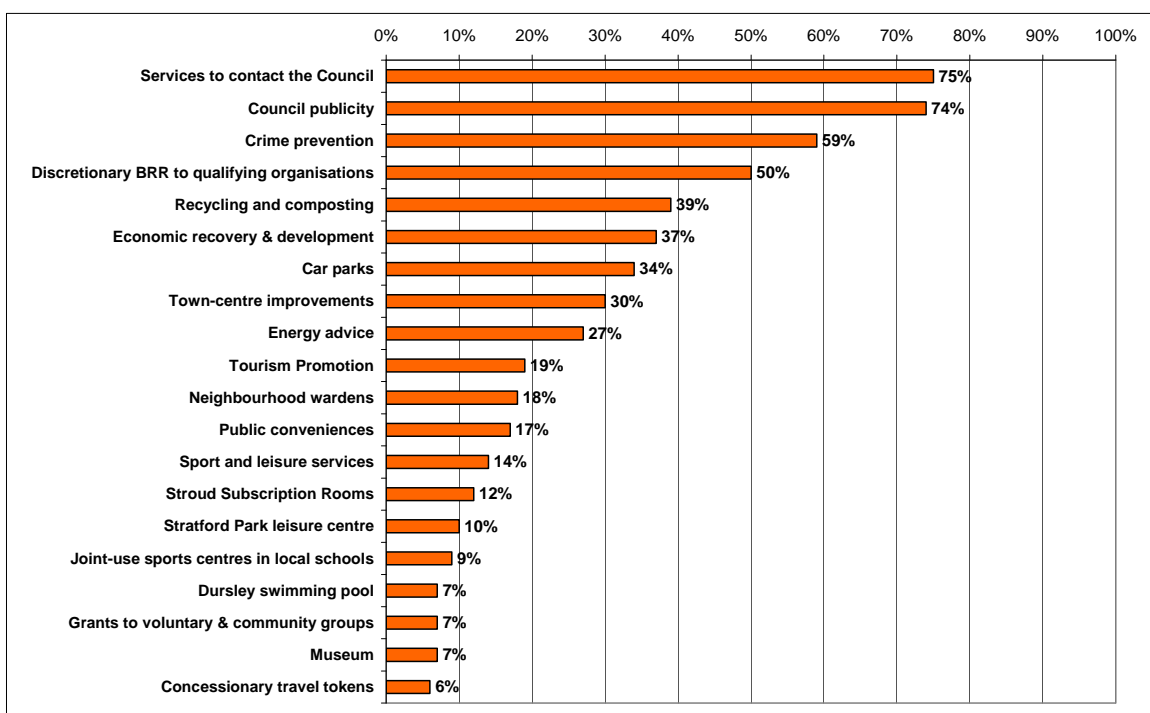
Discretionary services, on the other hand, are seen to benefit far more businesses. Four services in particular stand out – each of which are perceived to benefit more than a half of businesses in the District: services to contact the Council (by phone, Internet, or in person), keeping you informed - publicity to tell you about Council services (leaflets, press releases etc), crime prevention and Discretionary Business Rate Relief to qualifying organisations.



**Figure 4.2a: Benefit from Mandatory Council Services**



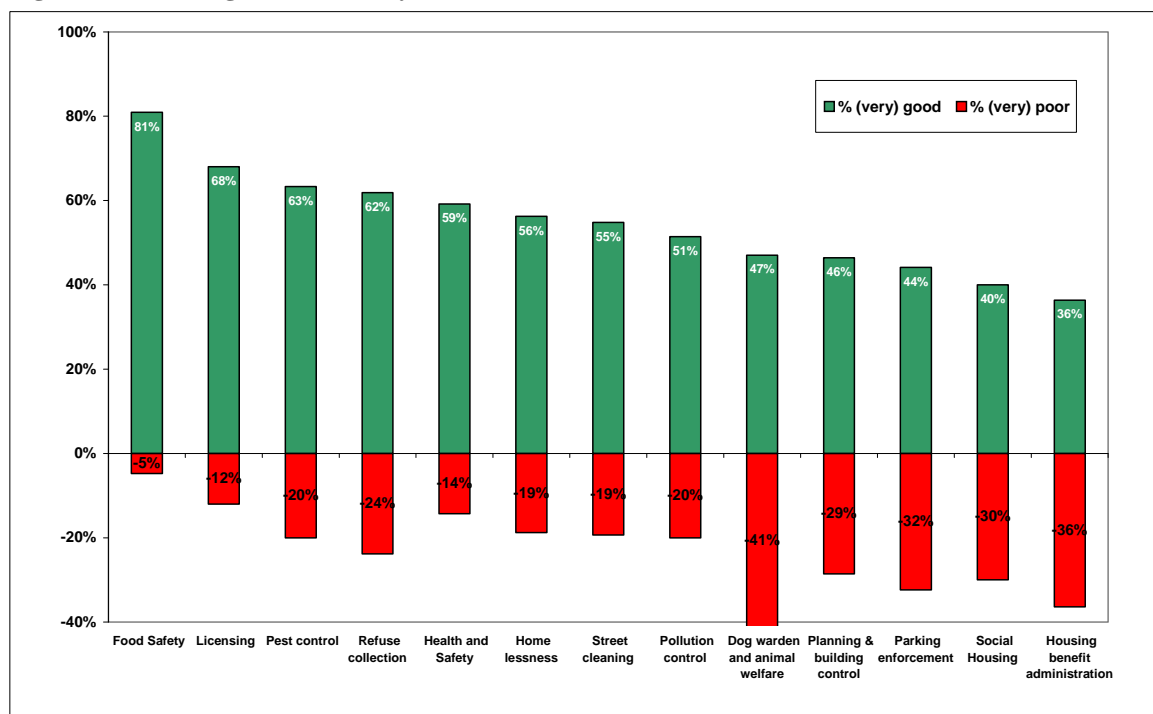
**Figure 4.2b: Benefit from Discretionary Council Services**



### 4.3 Perceived Performance of the Council

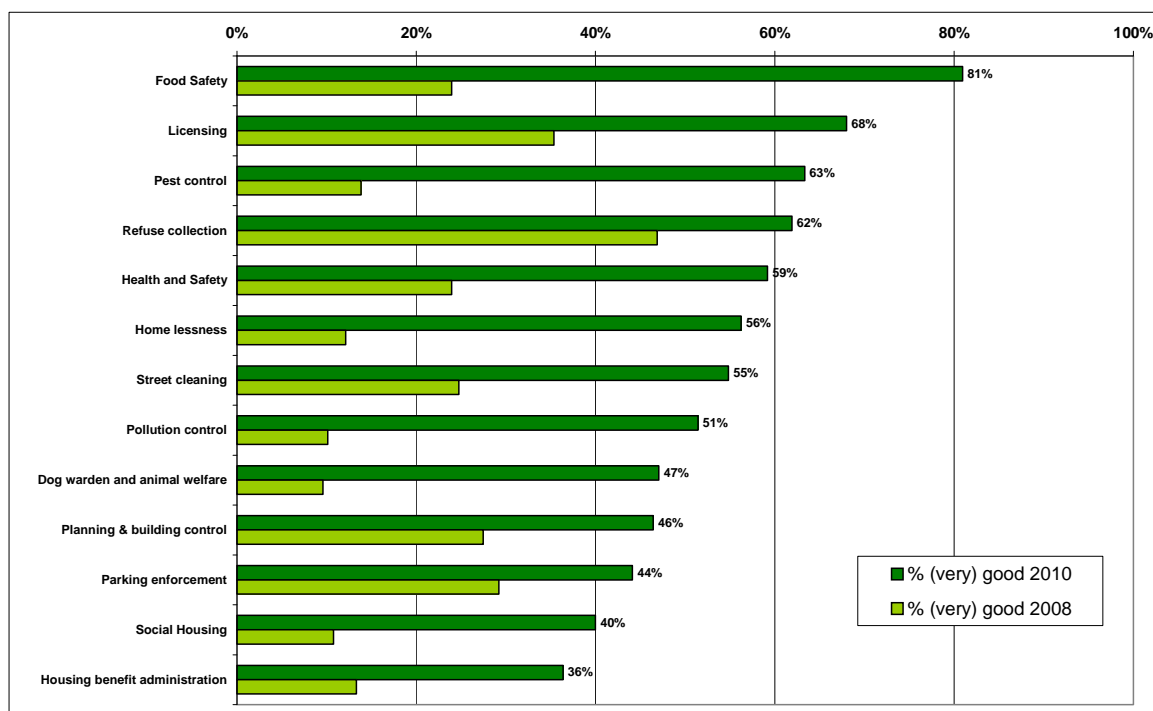
The same list of mandatory and discretionary services was used to examine how businesses perceive the performance of the Council. As may be seen below, ‘food safety’ topped the list of **mandatory** services this year, with 81% of businesses giving this service as good or very good rating. In every case, perceptions of mandatory services are higher this year than in 2008.

Figure 4.3a: Ratings of Mandatory Council Services 2010



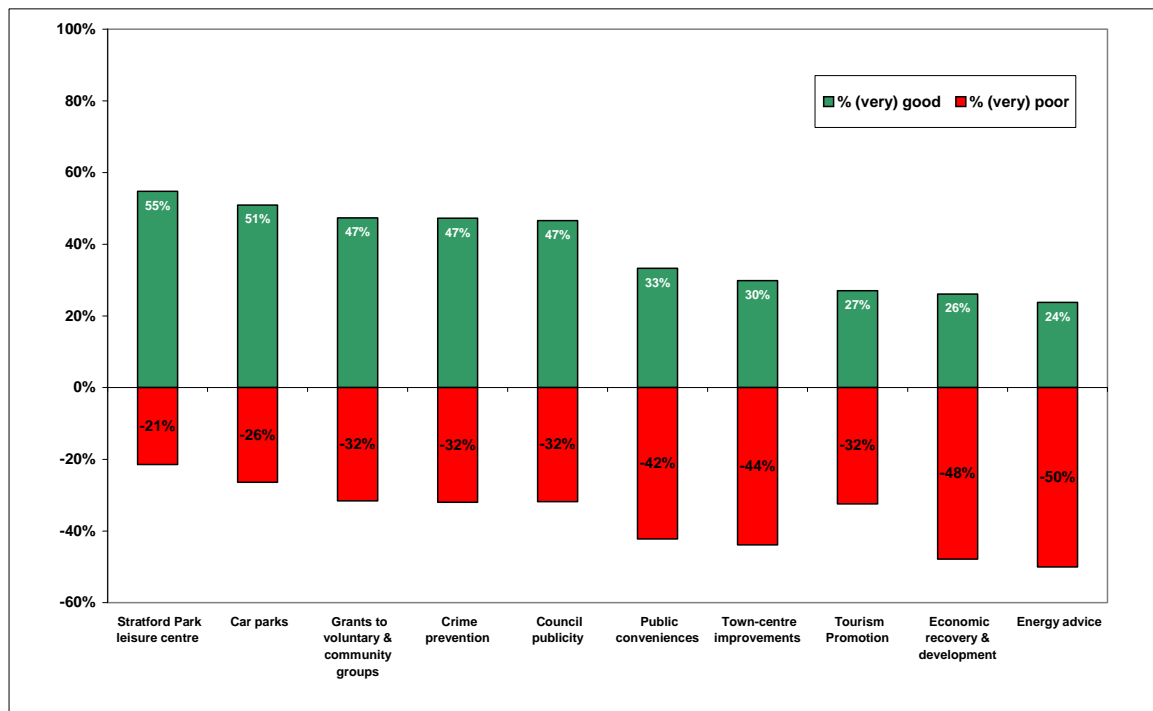
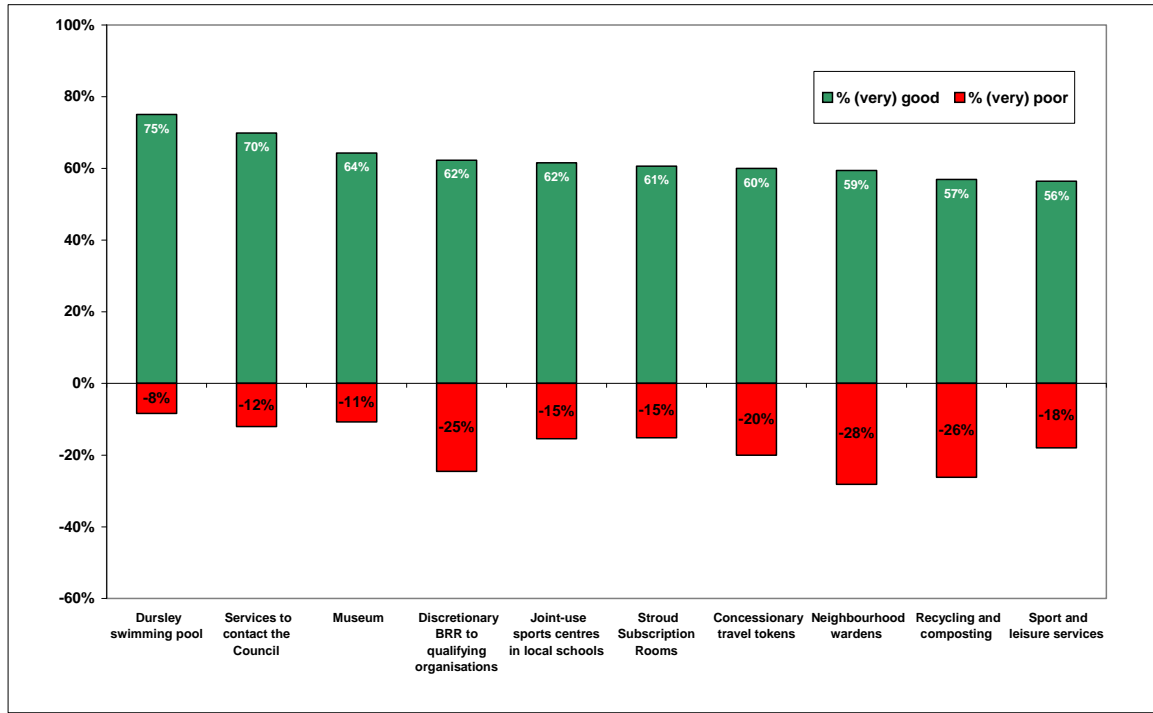
Note: The percentages have been adjusted to remove those who said they didn't know about the service.

Figure 4.3b: Mandatory Services - Comparison of Ratings, 2008-10



As was evident with the resident survey, **discretionary** services are scored more highly amongst businesses than mandatory ones are. It may be noted that the two worst-performing services are seen to be ‘economic recovery and development’ and ‘energy advice’ – both are seen as poor or very poor by about a half of businesses in the District.

**Figure 4.4a: Ratings of Discretionary Council Services 2010**

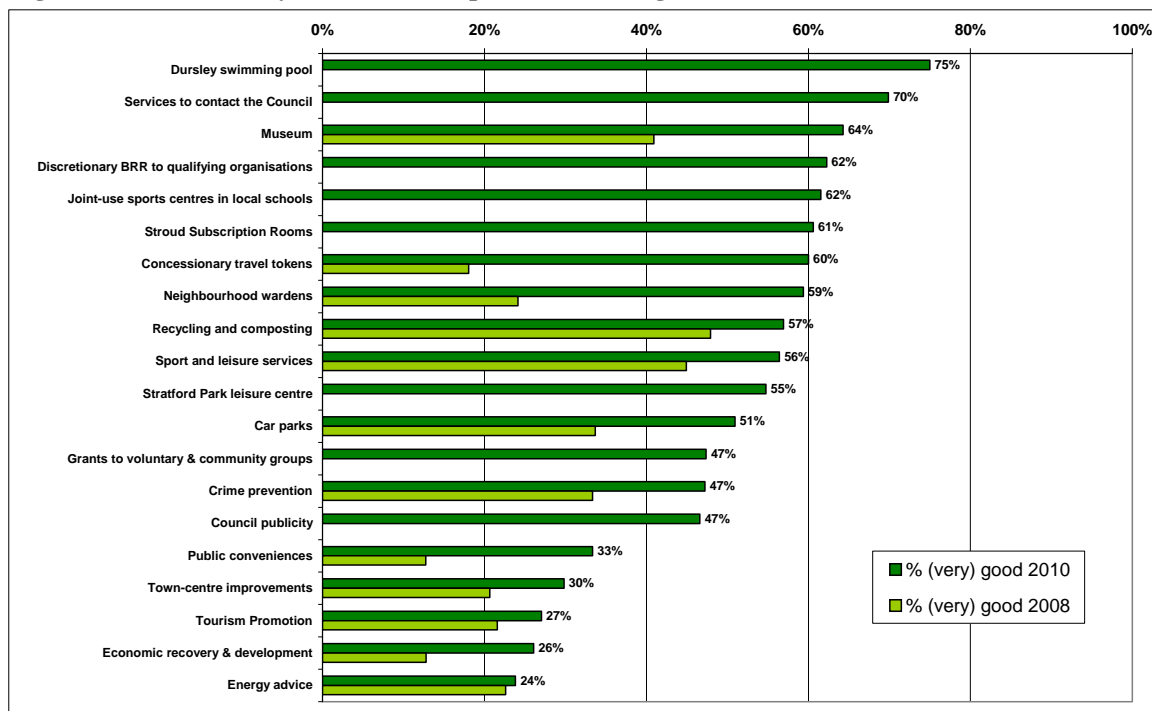


Note: The percentages have been adjusted to remove those who said they didn't know about the service.



However, despite this latter finding, it's clear that businesses are more positive this year about almost all services than they were two years ago.

**Figure 4.4b: Mandatory Services - Comparison of Ratings, 2008-10**



Note: a number of services were examined for the first time this year.

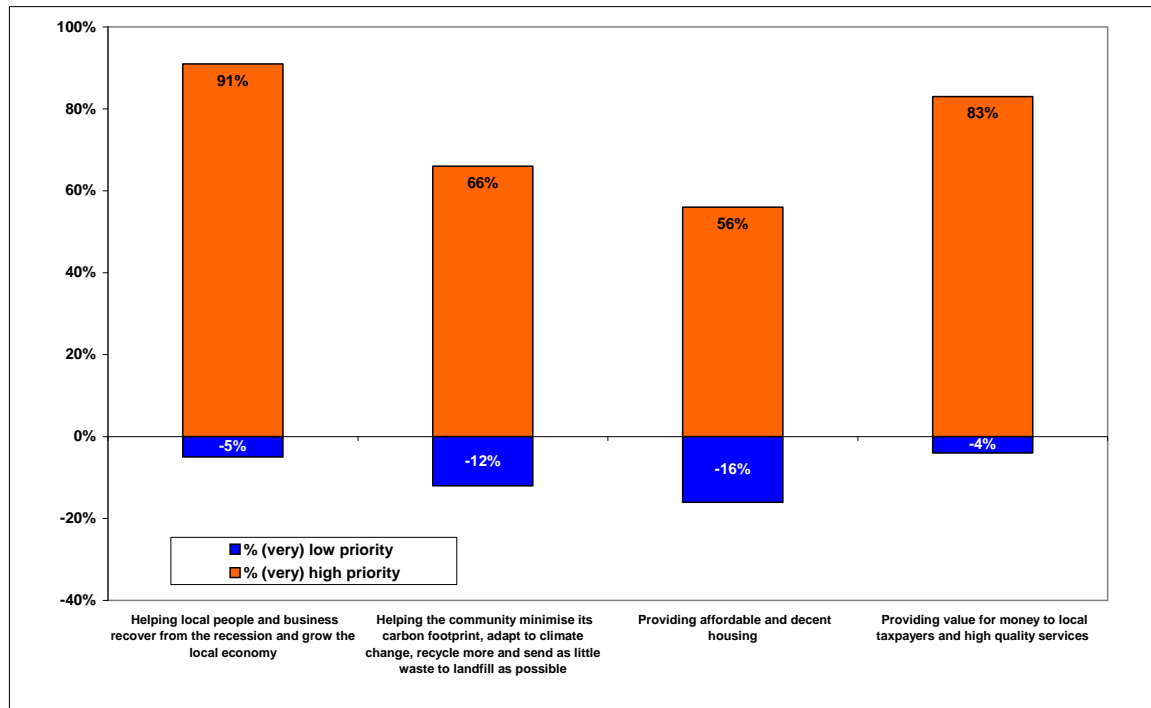
#### 4.4 Policy Priorities

Respondents were given the same list of four broad policy areas as residents were. They were asked whether each should be given a low or high priority for the Council's attention. The four broad areas were:

- helping local people and businesses recover from the recession and grow the local economy
- helping the community minimise its carbon footprint, adapt to climate change, recycle more and send as little waste to landfill as possible
- providing affordable and decent housing
- providing value for money to local taxpayers and high quality services.

The business response to this question was generally very similar to residents' views, but was rather different on one key area – recessionary recovery. More than 90% of businesses gave this a high or very high priority score, as may be seen overleaf.



**Figure 4.5: Priorities for the Corporate Delivery Plan, 2010**

Business respondents were then given the opportunity to say how they thought the District Council could help with economic recovery. This open-ended question generated many responses that focussed in four principal areas: reducing business rates, information and advice, internal (Council) cost reduction and buying local. A wide range of ideas came out, with some example quotes being as follows:

*They could provide more information about what they do and what services they offer and how they might help us*

*By keeping all their costs as low as possible. There should be strict controls for the amount of money that they spend on their staff. They should not be over-staffed just as we cannot be in industry. And I mean that right from the top to the bottom*

*By keeping business rates to a minimum and not putting red tape in the way of businesses*

*don't know if they can; Council staff and their offices have no idea what running a business is about, they don't look at medium sized businesses, they only have an awareness of small shops etc., they have no idea about industry*

*I know they linked up with Business Link a few years ago as a service and it provided valuable advice and consultation which was really helpful for me as a business. If I hadn't had got that advice I think I'd have probably gone bankrupt in this recession*

*Look at the supply chain and make sure they're using local companies where possible.*



## 4.5 Other Topics

Two further topic areas were examined with local businesses this year: the Council's environmental health service, and waste and recycling.

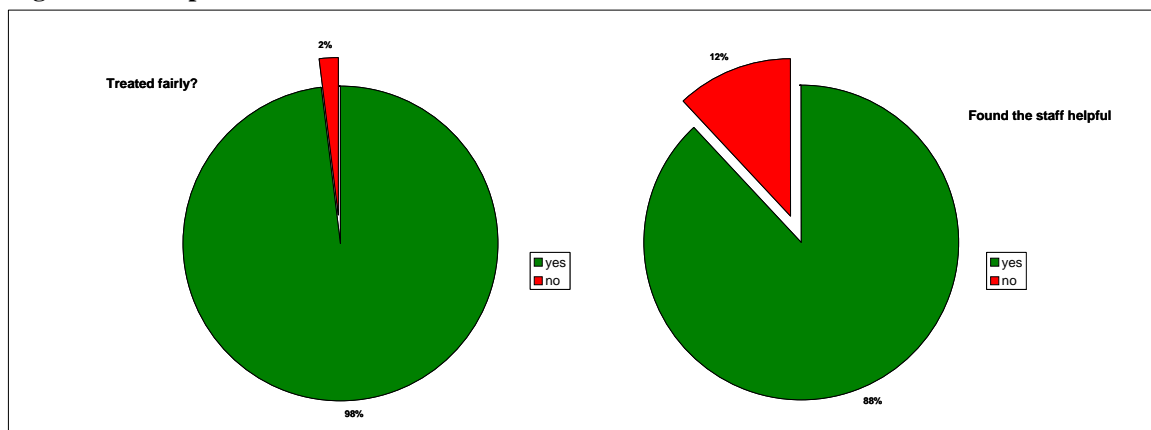
### Environmental Health

Respondents were first asked whether they had had any contact with the environmental health service (with a reminder given that the service covers food safety, health & safety, environmental protection, pest control and licensing). Those businesses that had some form of contact were then asked whether:

- they were treated fairly in their contact with the environmental health service
- they found the environmental health service's staff helpful.

One quarter of businesses (26%) have had some form of contact with SDC's environmental health service and, of these, almost everyone was treated fairly and found the staff helpful – as the two pie charts that follow show.

**Figure 4.6: Response the Environmental Health Service**



Note: only those with some form of contact.

### Waste & Recycling

The question about waste and recycling covered:

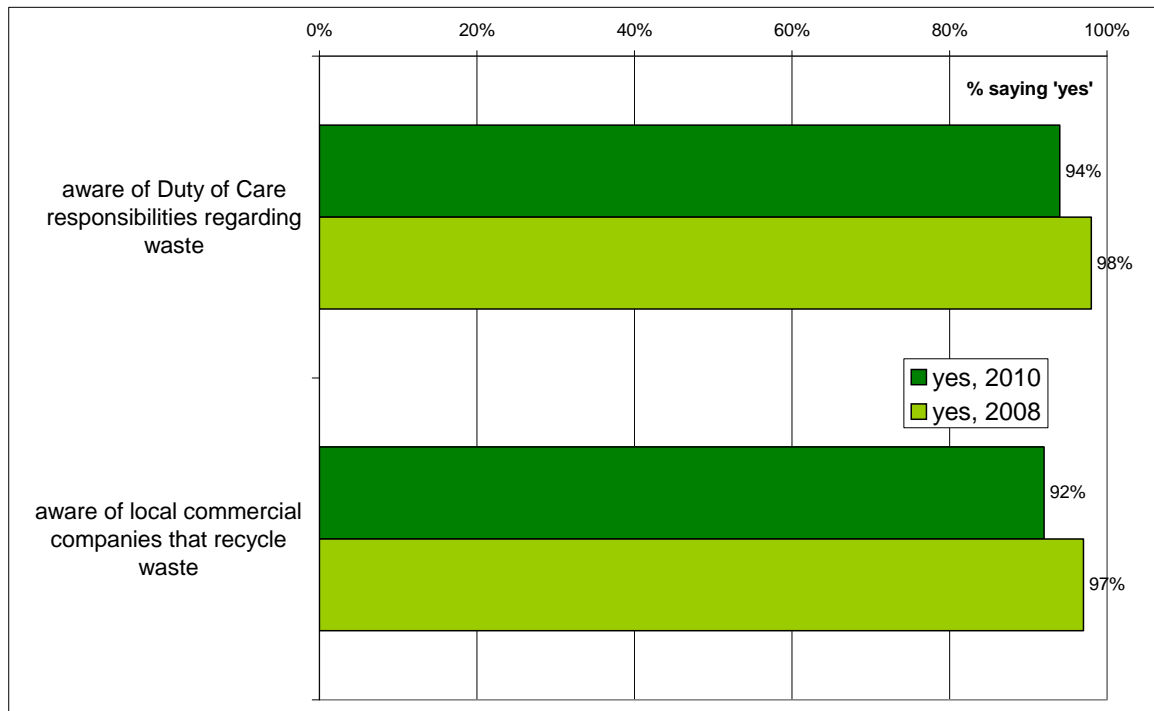
- awareness of their Duty of Care responsibilities regarding waste
- awareness of local companies that recycle commercial waste
- whether their business recycles any business waste; and, if so
- what types of waste they recycle.

As may be seen in the first chart overleaf, the majority of businesses are both aware of their duty of care responsibilities and of local companies that recycle waste, but there has been a slight decline in both these statistics since 2008<sup>5</sup>.

<sup>5</sup> Neither decline is statistically significant, however.

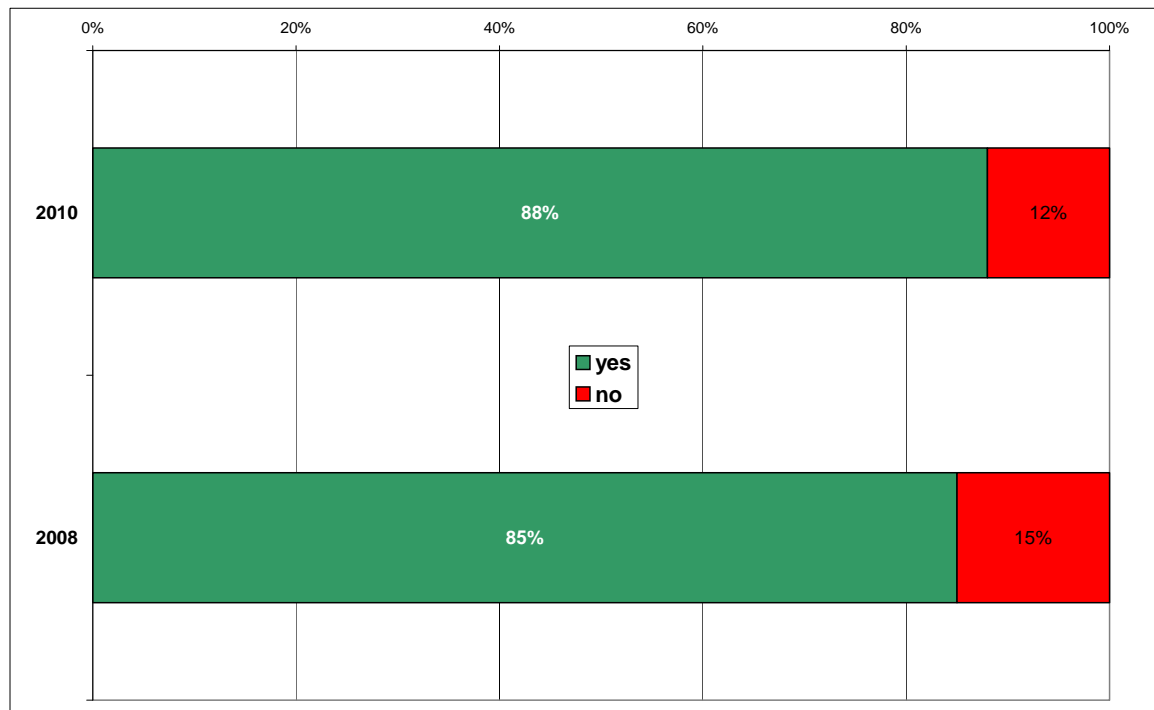


**Figure 4.7: Waste & Recycling Awareness, 2008-10**



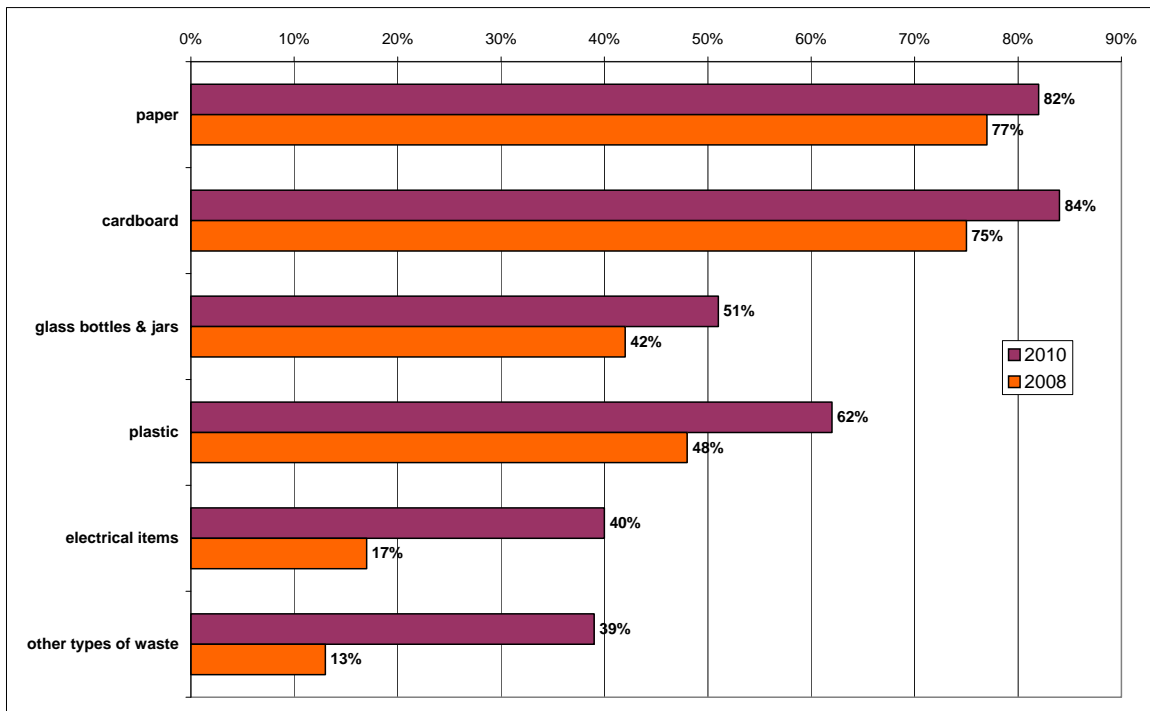
The number of businesses that do recycle their waste has increased over the past two years, from 85% in 2008 to 88% this year.

**Figure 4.8: Waste Recycling Behaviour, 2008-10**



There has also been an increase in business recycling activity amongst all categories of waste, especially electrical items (which has more than doubled since 2008).

**Figure 4.9: Materials Recycled, 2008-10**



The other items of waste included metal (10%), oil (5%) batteries (4%), print cartridges (3%), and wood (3%).

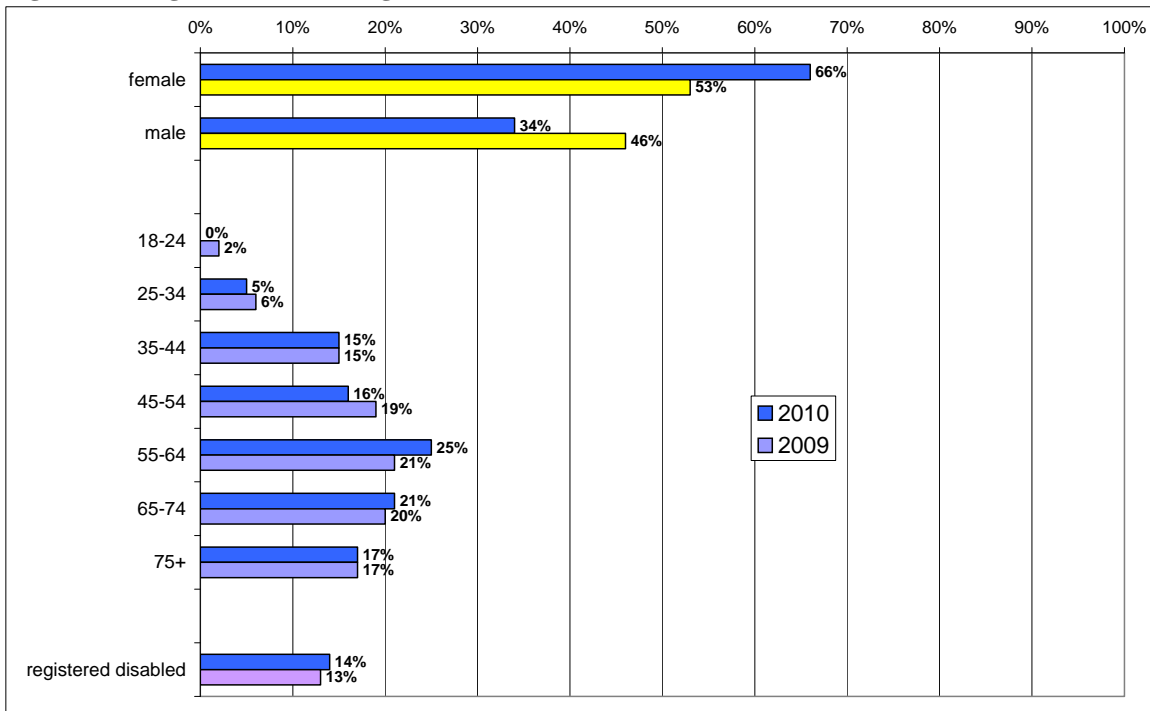


**Appendix A**  
**Resident Survey Demographics**



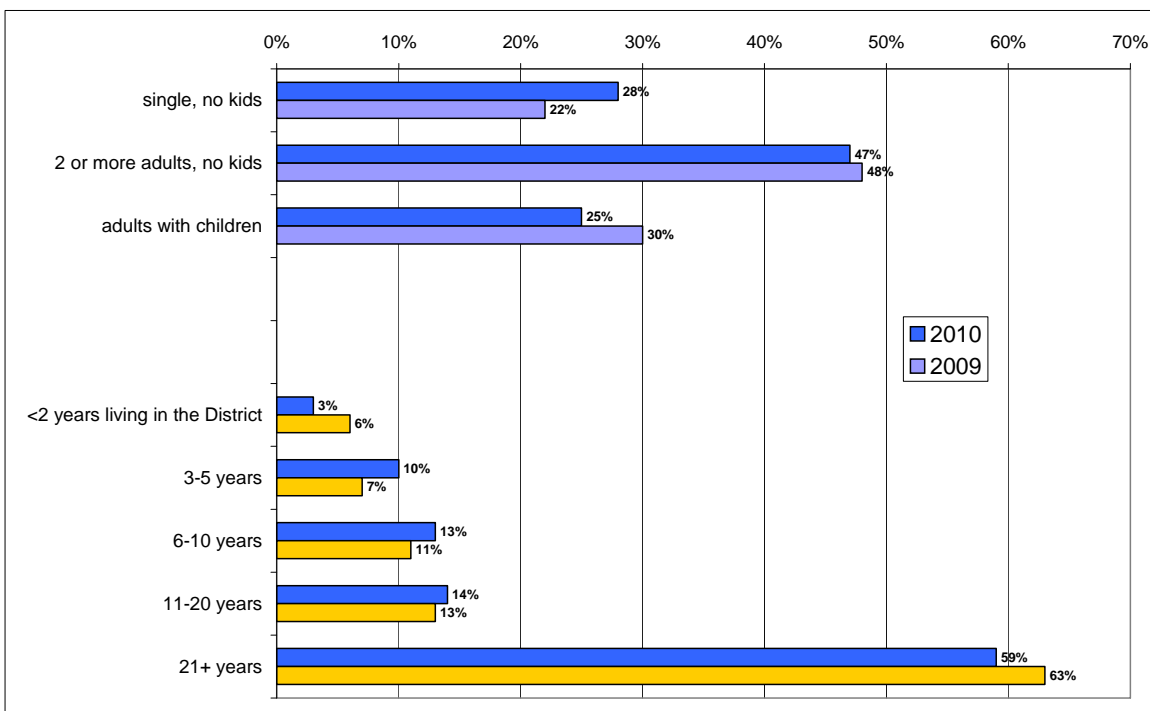
### A1. Age, Gender and Registered Disabled

Figure A.1: Age, Gender and Registered Disabled



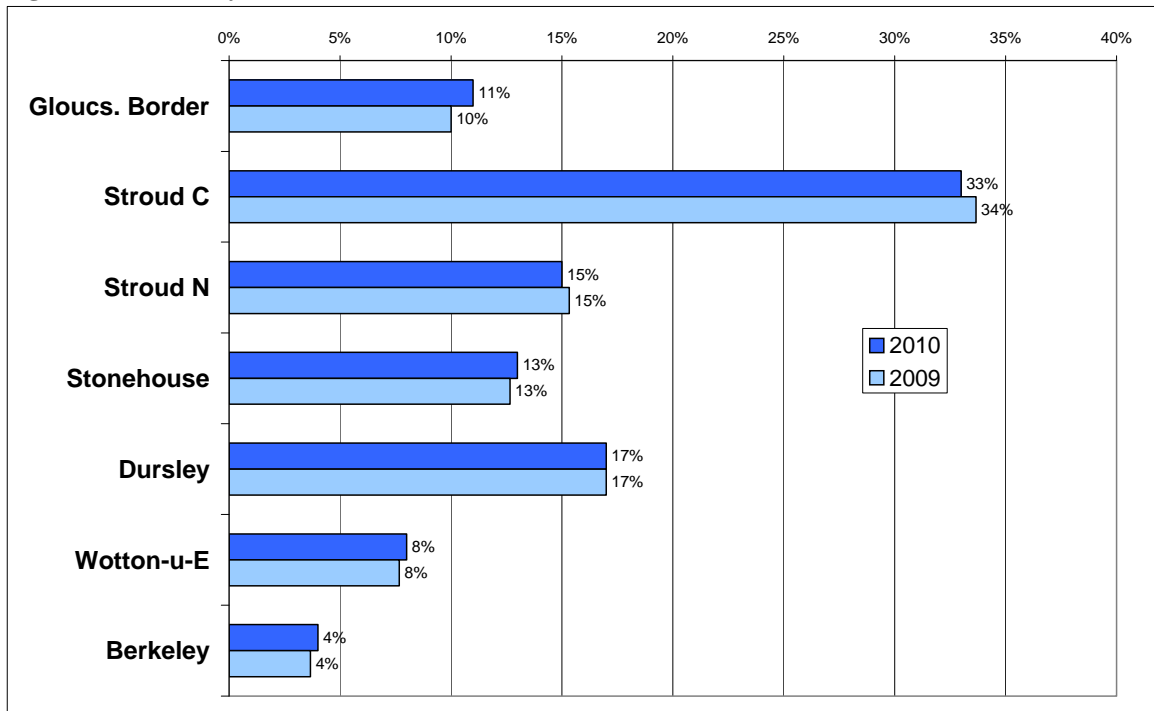
### A2. Household Composition and Length of Time Living in the Area

Figure A.2: Household Composition and Time Living in the District



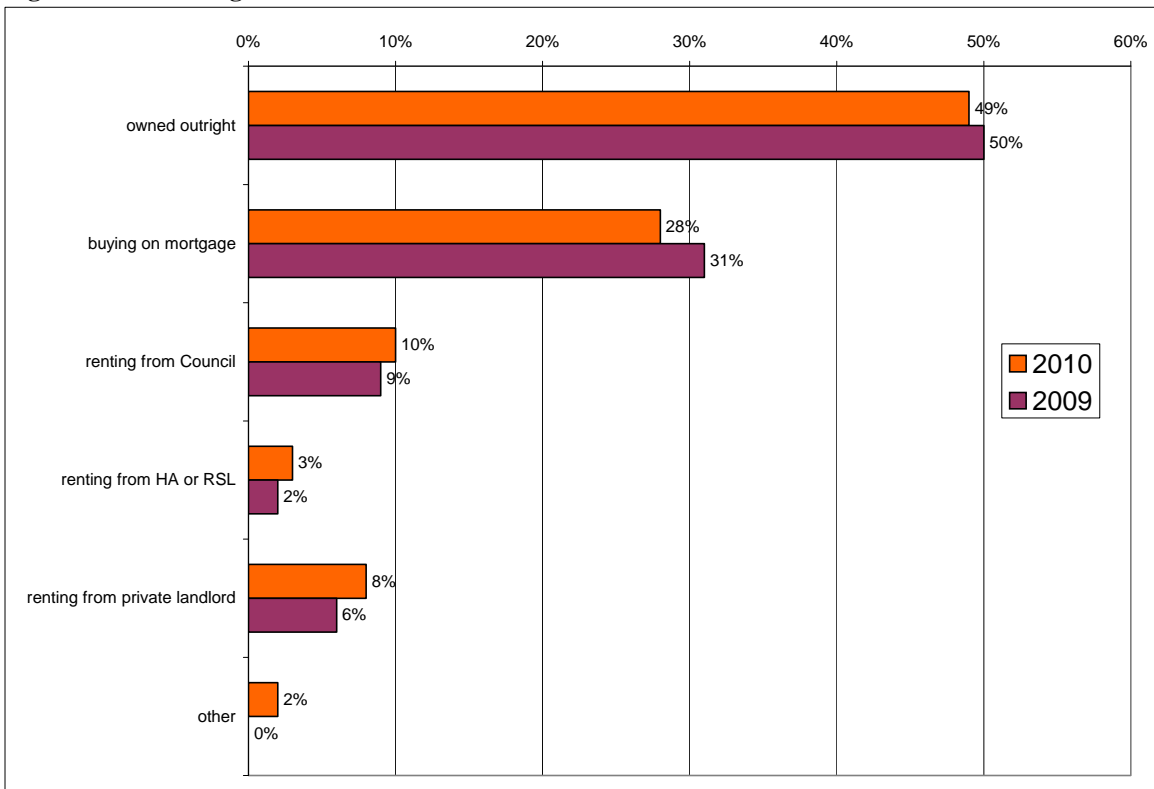
### A3. Locality

Figure A.3: Locality



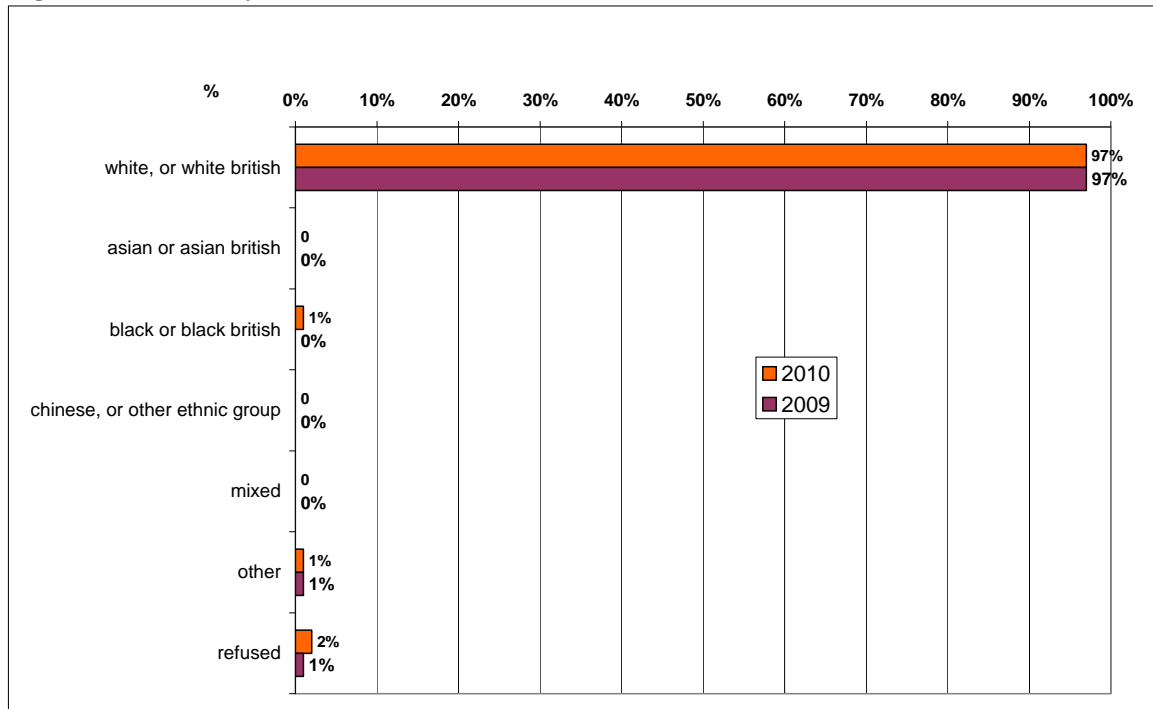
### A4. Housing Circumstance

Figure A.4: Housing Circumstances



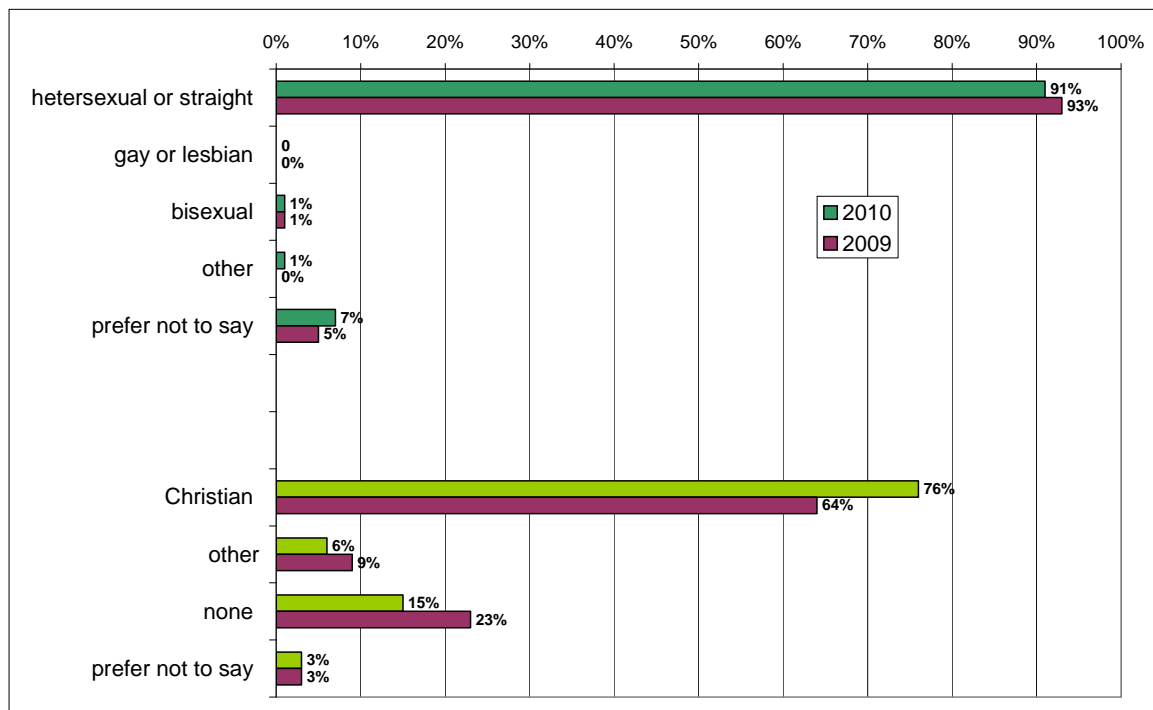
### A5. Ethnicity

Figure A.5: Ethnicity



### A6. Sexual Orientation and Religion

Figure A.6: Sexual Orientation and Religion



**Appendix B**  
**Resident Survey Questionnaire**



# Stroud District Council Resident Survey

**Good afternoon/evening, my name is ..... and I am calling on behalf of Stroud District Council. The Council is keen to obtain the views of local residents on their satisfaction with local services and what you think are the priorities for future Council spending. Would you mind answering some questions? The interview will take no more than ten minutes and all the answers that you give will be strictly confidential. Thank you.**

**Q1.** First, can I check that you are either solely or jointly responsible for the payment of Council Tax in your household?  
 yes .....  1 **CONTINUE**  
 no .....  2 **IDENTIFY A SUITABLE PERSON OR CLOSE**

## Section One : Stroud District Council's Performance

**Q2.** We would like to know how well you think the Council performs. I will read out a list of the Council's key services. For each service, please tell me whether you believe the Council's performance is good or poor, and then whether you benefit from the service or not. **PROBE**

	very good	good	neither	poor	very poor	d/k	benefit	do not benefit
Dog warden & animal welfare	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Food safety, health & safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Homelessness	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Housing benefit administration	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Licensing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Parking enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pest control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Planning & building control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pollution control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Refuse collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Social housing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Street cleaning	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

**Q3.** Again, for each of the following services please tell me whether you believe the Council's performance is good or poor, and then whether you benefit from the service or not. **PROBE**

	very good	good	neither	poor	very poor	d/k	benefit	do not benefit
Car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Concessionary travel tokens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Keeping you informed - publicity to tell you about Council services (leaflets, press releases etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Crime prevention	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Dursley swimming pool	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Economic recovery & development	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Energy advice	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Grants to voluntary & community groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Joint-use sports centres in local schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Museum	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Neighbourhood wardens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Public conveniences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Recycling & composting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Services to contact the Council (by phone, Internet, or in person)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Sport & leisure services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8



Stratford Park leisure centre	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Stroud Subscription Rooms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Tourism promotion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Town-centre improvements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

## Section Two : Council Tax Priorities

**Q4.** The District Council is committed to making efficiency savings year on year to bridge the gap between rising costs and reducing financial support from the Government. So, over the coming months, Stroud District Council will be deciding which services should have priority.

For each of the following key services, could you please indicate whether you think the Council should maintain spending at current levels, or spend less next year. For the first group of services the Government has stipulated that the service **must** be provided by the Council.

	Maintain spending	Spend less	Don't know
Dog warden & animal welfare	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Food safety, health & safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Homelessness	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Housing benefit administration	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Licensing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Parking enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Pest control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Planning & building control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Pollution control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Refuse collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Social housing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Street cleaning	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

**Q5.** For the second group of services, the Council has **the choice** whether to provide the service or not. Please indicate whether you think the Council should maintain spending at current levels, spend less next year, or whether you think the service could be done away with altogether.

	Maintain spending	Spend less	Cease service	Don't know
Car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Concessionary travel tokens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Keeping you informed - publicity to tell you about Council services (leaflets, press releases etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Crime prevention	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Discretionary Business Rate Relief to qualifying organisations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Dursley swimming pool	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Economic recovery & development	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Energy advice	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Grants to voluntary & community groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Joint-use sports centres in local schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Museum	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Neighbourhood wardens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Public conveniences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Recycling & composting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Services to contact the Council (by phone, Internet, or in person)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Sport & leisure services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4



Stratford Park leisure centre	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Stroud Subscription Rooms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Tourism promotion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Town-centre improvements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

**Q6.**

Are there any areas where you believe the Council can deliver improvements for local residents and businesses with less money?

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**Section Three : Council Tax Options & Council Priorities**

**Q7.**

The Government is encouraging Councils to freeze the level of Council Tax for next year. With the reduction in financial support from the Government already proposed, a freeze on the level of Council Tax will further increase the gap between the cost of providing services and the funding available. Efficiency savings alone will not be sufficient to bridge the gap and some services will have to be reduced or cut. With this in mind, which of these would you support:

- the Government's proposal to freeze Council Tax; OR
- a small increase in the level of Council Tax in line with inflation? (For SDC's share of the Council Tax, an increase of 2% is less than 4p a week for a Band D property)
- [neither of these (**PROBE**)]
- [don't know]

*Why do you say that? What option would you prefer?*

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**Q8.**

Having carefully considered the competing priorities of local people, the District Council focuses on **FOUR** broad areas in its Corporate Delivery Plan for 2010-14. Can you please indicate the level of importance, in your opinion, each area should be given? **[READ OUT]**

	very low priority	low priority	neither	high priority	very high priority
Helping local people and businesses recover from the recession and grow the local <b>economy</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Help the community minimise its carbon footprint, adapt to <b>climate change</b> , recycle more and send as little waste to landfill as possible	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing <b>affordable and decent housing</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Provide value for money to local taxpayers and high quality services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Q9.**

Are there any other priorities that you think the District Council should focusing on?

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**Q10.**

Which of these statements best describes **how much** you recycle? **READ OUT**

- I recycle everything that can be recycled
- I recycle a lot, but not everything that can be



I recycle sometimes .....   
 I do not recycle .....   
 don't know .....

**Q11.** If the Council were to extend its household recycling service, which of the following should have most priority?. Can you please indicate the level of priority, in your opinion, each area should be given? **[READ OUT]**

	very low priority	low priority	neither	high priority	very high priority
card	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
plastic (trays, tubs, yoghurt pots)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
tetra packs (fruit juice etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
food waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
green/garden waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Q12.** Is there anything that the Council could do to help you recycle more?

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**Section Four : Other Questions**

**Q13.** Would you say that you agree or disagree with the following statements?

	disagree strongly	disagree	neither	agree	agree strongly
I believe that Stroud District Council is businesslike & efficient	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, I am satisfied with the way Stroud District Council runs things	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, the services provided by Stroud District Council have improved over the past few years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I think that we get value for money from Stroud District Council	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, I am satisfied that Stroud District Council is working to improve the environment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Section Five : Profile Questions**

**Q14.** Can I take some details about yourself? First, how old are you?

18-24.....	<input type="checkbox"/> 1	55-64.....	<input type="checkbox"/>
25-34.....	<input type="checkbox"/> 2	65-74.....	<input type="checkbox"/>
35-44.....	<input type="checkbox"/> 3	75+.....	<input type="checkbox"/>
45-54.....	<input type="checkbox"/> 4	refused.....	<input type="checkbox"/>

**Q15.** What is your postcode? (eg GL51 9AG)

**Q16.** How long have you/your household been living in the Stroud District?

under 1 year.....	<input type="checkbox"/> 1	11-20 years.....	<input type="checkbox"/>
1-2 years.....	<input type="checkbox"/> 2	21years or more.....	<input type="checkbox"/>
3-5 years.....	<input type="checkbox"/> 3	don't know / can't remember.....	<input type="checkbox"/>
6-10 years.....	<input type="checkbox"/> 4		



- Q17.** In total, how many adults are there in your household (including yourself)?  
 one .....  1                      three .....   
 two.....  2                      four or more.....
- Q18.** And how many children (under 18)?  
 none .....  1                      two .....   
 one .....  2                      three or more.....
- Q19.** Are you, or is any member of your immediate household, registered disabled?  
 yes.....  1                      no .....
- Q20.** Which of the following best describes your housing circumstances? **READ OUT**  
 owned outright.....   
 buying on a mortgage .....   
 renting from the council .....   
 renting from a housing association (or RSL).....   
 renting from a private landlord.....   
 other.....
- Q21.** Which of the following ethnic groups do you consider you belong to?  
 white, or white british.....   
 asian or asian british .....   
 black or black british .....   
 chinese, or other ethnic group .....   
 mixed.....   
 other (**PROBE**) .....   
 [refused] .....   
*what other background or group? (WRITE IN)*

**Q22.** We would be most grateful if you would also answer the following monitoring questions. We are asking for this information to make sure that we are being fair in our service delivery and that the views of people from all sections of the community are represented. Any personal information provided is kept **strictly confidential** and will **not** be passed on to a third party. It is a Government requirement to ask these questions, however your response is **optional**.

Are you ... (**READ OUT**)  
 male .....  1                      transgender .....   
 female.....  2

**Q23.** Do you consider yourself to be ... (**READ OUT**)  
 heterosexual or straight .....  1                      other .....   
 gay or lesbian .....  2                      prefer not to say.....   
 bisexual .....  3

**Q24.** What is your religion, even if you not currently practising?  
 Christian .....  1                      none.....   
 other (**PROBE**).....  2                      prefer not to say.....   
*what other religion? (WRITE IN)*

**THANK RESPONDENT AND CLOSE. THEN RECORD THE FOLLOWING DETAILS:**

**Q25.** Time of Interview (24 hour clock)

**Q26.** Duration of Interview (minutes)



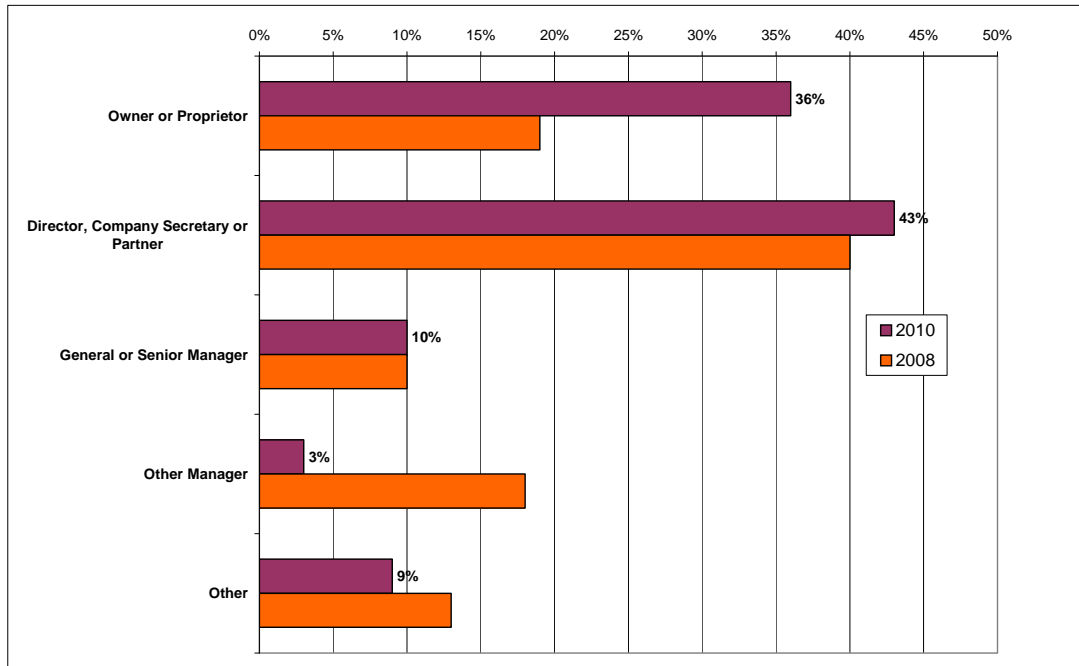
**Appendix C**  
**Business Survey Demographics**



## A1. Respondent Position

Which of the following best describes your position in the company?

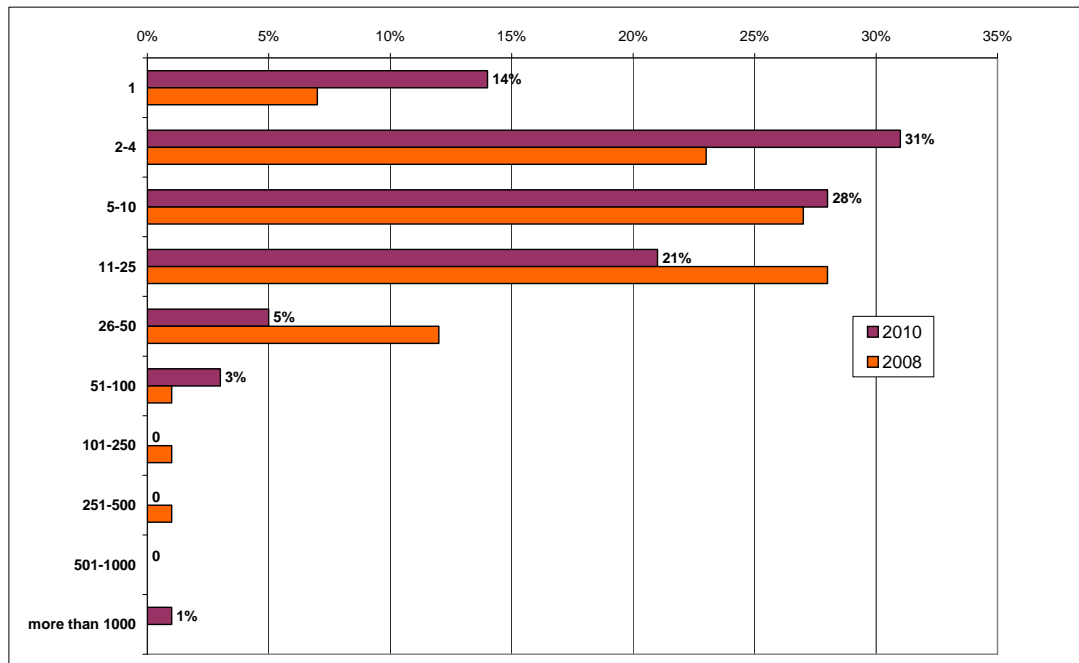
Figure A.1: Respondent Position



## A2. Company Size

How many employees does your company or organisation have at this site?

Figure A.2: Company Size



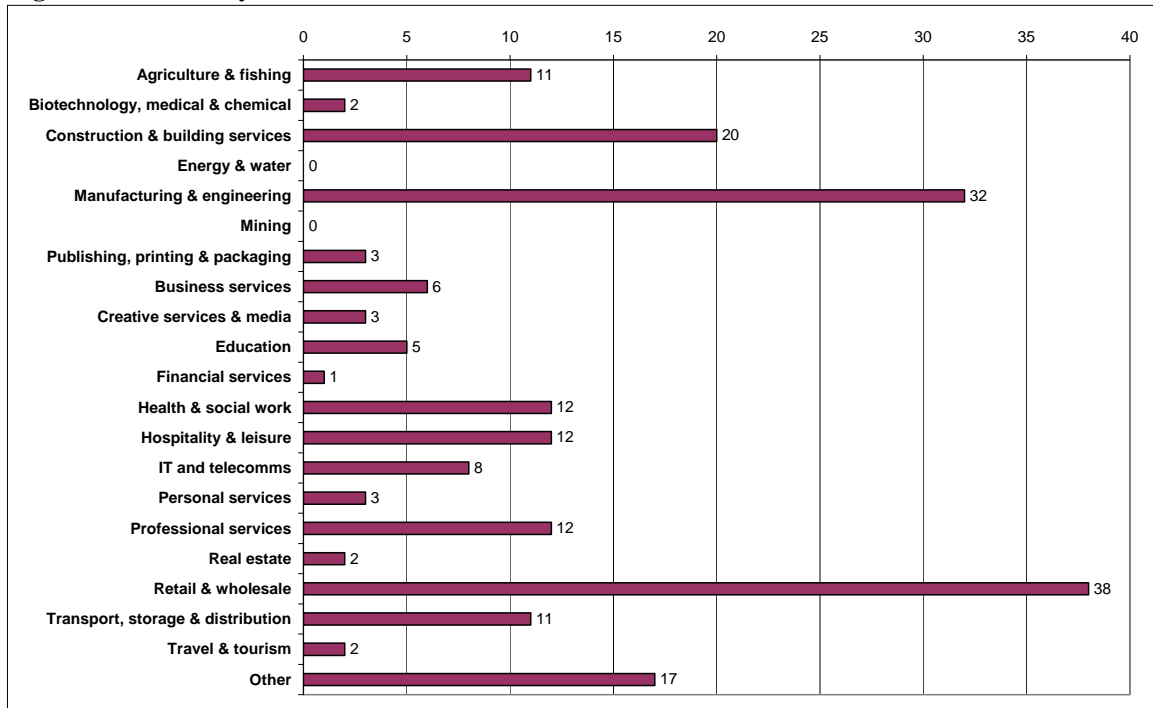
Note: a specific quota of 30% of all interviews had been set for small businesses



### A3. Industry Sector

Which industry or service sector does your company or organisation operate in?

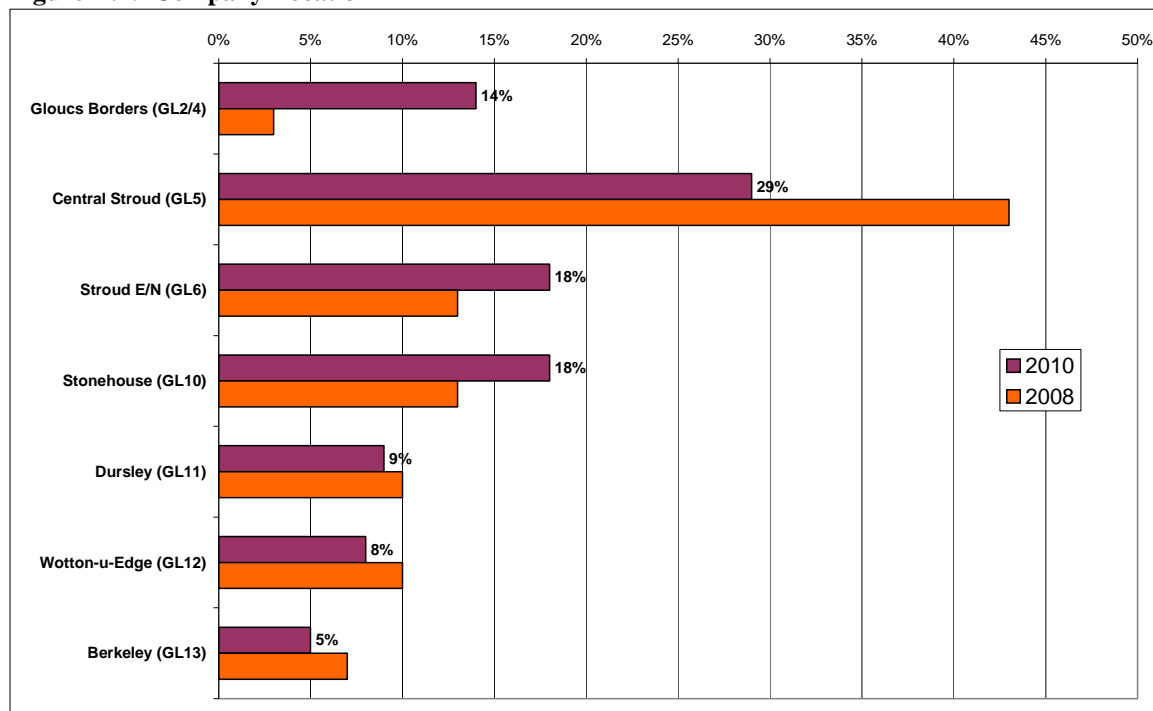
Figure A.3: Industry Sector



### A4. Location

What (is) the postcode where your business or organisation is located?

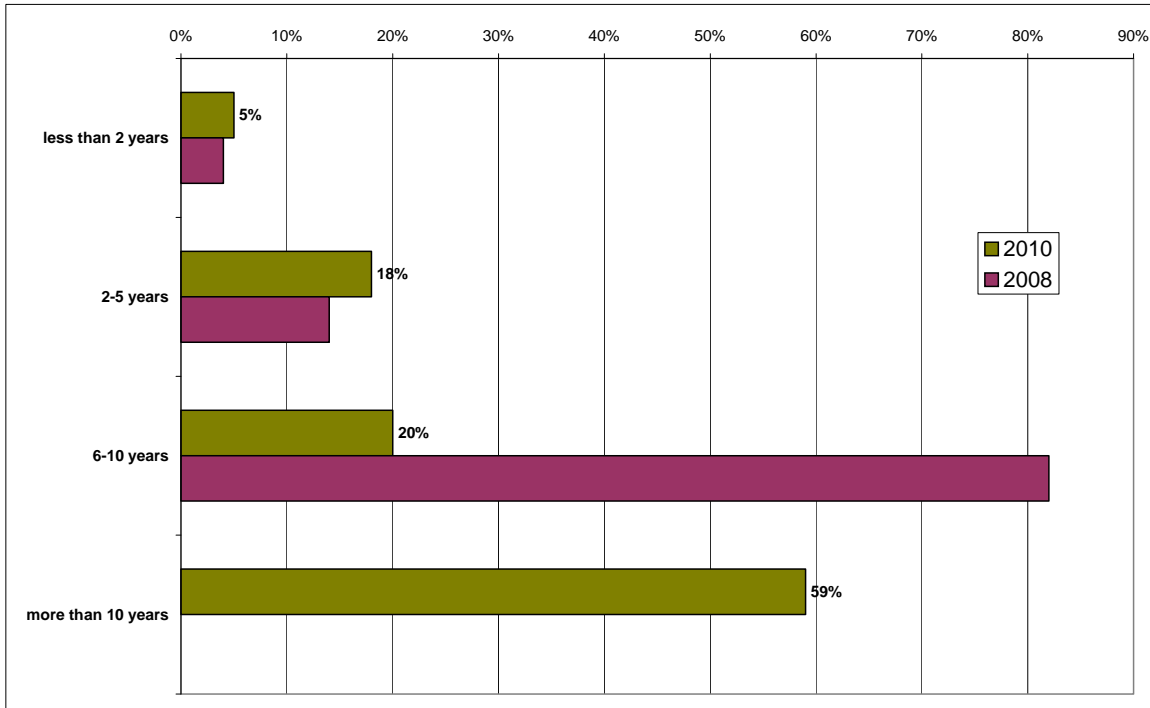
Figure A.4: Company Location



### A5. Business Longevity

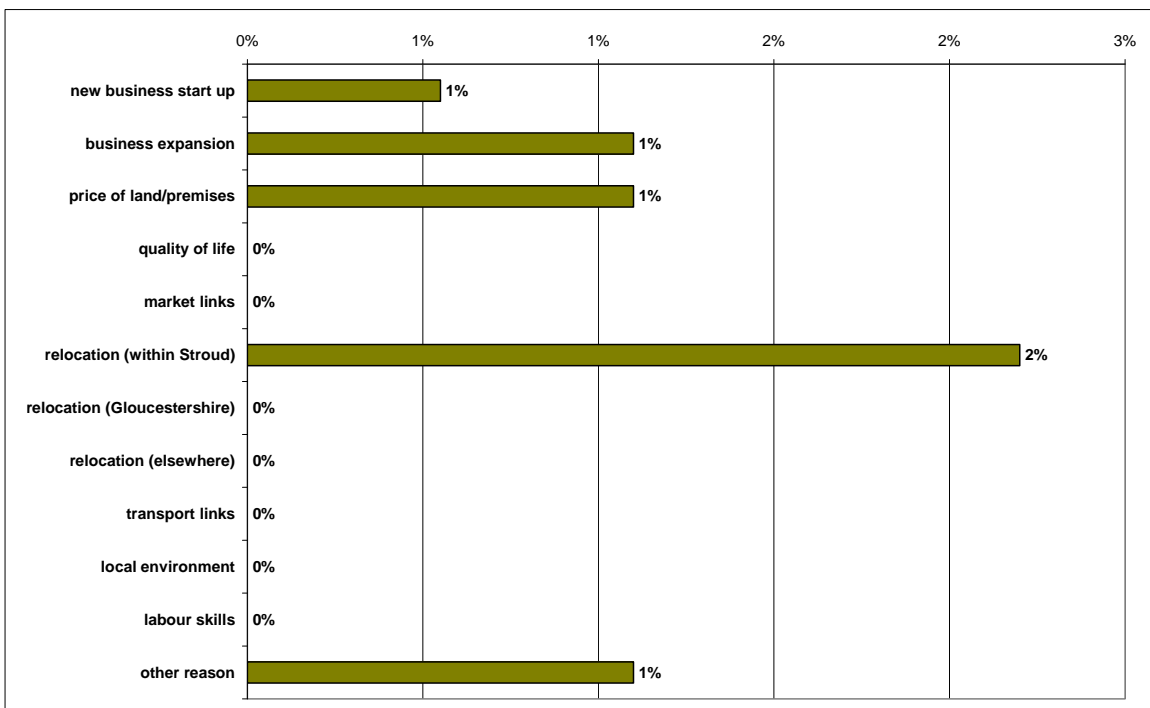
Has your business or organisation been at this site for less than three years and if so, what was the reason for locating at this site?

**Figure A.5: Business Location Longevity**



Note: The 10 year+ category was used for the first time in 2010

**Figure A.6: Reason for Locating at this Site**



Note: Only asked of businesses at site for less than two years



**Appendix D**  
**Business Survey Questionnaire**



# Stroud District Council Business Survey

Questionnaire Number : \_\_\_\_\_

Thank you agreeing to take part in this survey. The interview will take about 10 minutes.

## Section One : Background Questions

- Q1.** First, which of the following best describes your position? **[READ OUT]**
- |                                              |                            |                             |                            |
|----------------------------------------------|----------------------------|-----------------------------|----------------------------|
| Owner or Proprietor .....                    | <input type="checkbox"/> 1 | Other Manager .....         | <input type="checkbox"/> 4 |
| Director, Company Secretary or Partner ..... | <input type="checkbox"/> 2 | Other ( <b>PROBE</b> )..... | <input type="checkbox"/> 5 |
| General or Senior Manager .....              | <input type="checkbox"/> 3 |                             |                            |
- (what other?)*
- 

- Q2.** How many employees does your company or organisation have at this site?
- |             |                            |                      |                             |
|-------------|----------------------------|----------------------|-----------------------------|
| 1 .....     | <input type="checkbox"/> 1 | 51-100 .....         | <input type="checkbox"/> 6  |
| 2-4 .....   | <input type="checkbox"/> 2 | 101-250 .....        | <input type="checkbox"/> 7  |
| 5-10 .....  | <input type="checkbox"/> 3 | 251-500 .....        | <input type="checkbox"/> 8  |
| 11-25 ..... | <input type="checkbox"/> 4 | 501-1000 .....       | <input type="checkbox"/> 9  |
| 26-50 ..... | <input type="checkbox"/> 5 | more than 1000 ..... | <input type="checkbox"/> 10 |

- Q3.** Which industry or service sector does your company or organisation operate in?
- |                                         |                             |                                        |                             |
|-----------------------------------------|-----------------------------|----------------------------------------|-----------------------------|
| Agriculture & fishing .....             | <input type="checkbox"/> 1  | Health & social work .....             | <input type="checkbox"/> 12 |
| Biotechnology, medical & chemical ..... | <input type="checkbox"/> 2  | Hospitality & leisure.....             | <input type="checkbox"/> 13 |
| Construction & building services .....  | <input type="checkbox"/> 3  | IT and telecomms .....                 | <input type="checkbox"/> 14 |
| Energy & water .....                    | <input type="checkbox"/> 4  | Personal services.....                 | <input type="checkbox"/> 15 |
| Manufacturing & engineering .....       | <input type="checkbox"/> 5  | Professional services.....             | <input type="checkbox"/> 16 |
| Mining.....                             | <input type="checkbox"/> 6  | Real estate.....                       | <input type="checkbox"/> 17 |
| Publishing, printing & packaging.....   | <input type="checkbox"/> 7  | Retail & wholesale.....                | <input type="checkbox"/> 18 |
| Business services.....                  | <input type="checkbox"/> 8  | Transport, storage & distribution..... | <input type="checkbox"/> 19 |
| Creative services & media .....         | <input type="checkbox"/> 9  | Travel & tourism.....                  | <input type="checkbox"/> 20 |
| Education .....                         | <input type="checkbox"/> 10 | Other .....                            | <input type="checkbox"/> 21 |
| Financial services.....                 | <input type="checkbox"/> 11 |                                        |                             |

- Q4.** What are the first five digits of the postcode (eg GL51 9) where your business or organisation is located?
- 

- Q5.** In which town or village is this?
- 
- 

- Q6a.** How long has your organisation been located at this site?
- |                          |                            |                 |
|--------------------------|----------------------------|-----------------|
| less than 2 years .....  | <input type="checkbox"/> 1 | <b>CONTINUE</b> |
| 3-5 years.....           | <input type="checkbox"/> 2 | <b>GO TO Q7</b> |
| 6-10 years.....          | <input type="checkbox"/> 3 | <b>GO TO Q7</b> |
| more than 10 years ..... | <input type="checkbox"/> 4 | <b>GO TO Q7</b> |

- Q6b.** What were the reasons for establishing at this site?
- |                                |                            |                                                              |                             |
|--------------------------------|----------------------------|--------------------------------------------------------------|-----------------------------|
| a new business start up.....   | <input type="checkbox"/> 1 | a relocation from another site in Gloucestershire .....      | <input type="checkbox"/> 7  |
| expansion of the business..... | <input type="checkbox"/> 2 | a relocation from another site outside Gloucestershire ..... | <input type="checkbox"/> 8  |
| price of land/premises .....   | <input type="checkbox"/> 3 | transport links .....                                        | <input type="checkbox"/> 9  |
| quality of life.....           | <input type="checkbox"/> 4 | local environment .....                                      | <input type="checkbox"/> 10 |



market links.....  5      labour skills.....  11  
 a relocation from another site in Stroud  6      another reason (**PROBE**).....  12  
 District.....  
 (*what other reason?*)

**Section Two : Performance of the District Council**

**Q7.** We would like to know how well you think the Council performs. I will read out a list of the Council's key services. For each service, please tell me whether you believe the Council's performance is good or poor, and then whether your business uses the service or benefits from the service, or not. **PROBE**

	very good	good	neither	poor	very poor	d/k	use/benefit	do not
Dog warden & animal welfare	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Food safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Health & safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Homelessness	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Housing benefit administration	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Licensing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Parking enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pest control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Planning & building control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pollution control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Refuse collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Social housing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Street cleaning	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

**Q8.** Again, for each of the following services please tell me whether you believe the Council's performance is good or poor, and then whether your business uses the service or benefits from the service, or not. **PROBE**

	very good	good	neither	poor	very poor	d/k	use/benefit	do not
Car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Concessionary travel tokens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Keeping you informed - publicity to tell you about Council services (leaflets, press releases etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Crime prevention	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Discretionary Business Rate Relief to qualifying organisations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Dursley swimming pool	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Economic recovery & development	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Energy advice	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Grants to voluntary & community groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Joint-use sports centres in local schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Museum	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Neighbourhood wardens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Public conveniences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Recycling & composting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Services to contact the Council (by phone, Internet, or in person)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Sport & leisure services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Stratford Park leisure centre	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Stroud Subscription Rooms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Tourism promotion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Town-centre improvements	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8



**Q9.** Has your business had any contact with Stroud District Council's Environmental Health service? (**PROMPT:** the service covers food safety, health & safety, environmental protection, pest control and licensing)

- yes .....  1 **Continue**  
 no .....  2 **GO TO Q11**

**Q10a** Do you think that you were treated fairly in your contact with the environmental health service?  
 yes .....  1 no .....  2

**Q10b** Why do you think this?  
 \_\_\_\_\_  
 \_\_\_\_\_

**Q10c** Did you find the environmental health service's staff helpful?  
 yes .....  1 no .....  2

**Q10d** Why do you think this?  
 \_\_\_\_\_  
 \_\_\_\_\_

**Section Three : District Council Policies**

**Q11.** Having carefully considered the competing priorities of local people, the District Council focuses on **FOUR** broad areas in its Corporate Delivery Plan for 2010-14. Can you please indicate the level of importance, in your opinion, each area should be given? **[READ OUT]**

	very low priority	low priority	neither	high priority	very high priority
Helping local people and businesses recover from the recession and grow the local <b>economy</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Help the community minimise its carbon footprint, adapt to <b>climate change</b> , recycle more and send as little waste to landfill as possible	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing <b>affordable and decent housing</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Provide value for money to local taxpayers and high quality services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Q12.** In what ways do you think the District Council can help with economic recovery?  
 \_\_\_\_\_  
 \_\_\_\_\_

**Section Four : Waste & Recycling**

**Q13.** Are you aware of your Duty of Care of responsibilities regarding waste?  
 yes .....  1 no .....  2

**Q14.** Are you aware that there are local companies that recycle commercial waste?  
 yes .....  1 no .....  2

**Q15.** Does your business recycle any business waste?  
 yes .....  1 **CONTINUE**  
 no .....  2 **GO TO Q17**

**Q16.** Which of the following types of waste do you recycle?



- paper.....  1
- cardboard.....  2
- glass bottles & jars .....  3
- (what other types of waste?)*
- plastic.....  4
- electrical items.....  5
- other types of waste [**PROBE**].....  6

**Section Five : Other Questions**

**Q17.** Finally, I will read out a couple of statements. For each, would you say whether you agree or disagree:

	disagree strongly	disagree	neither	agree	agree strongly
Overall, I am satisfied with the way Stroud District Council runs things	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I believe that Stroud District Council is businesslike & efficient	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, the services provided by Stroud District Council have improved over the past few years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I think that we get value for money from Stroud District Council	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, I am satisfied that Stroud District Council is improving the local environment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Overall, I am satisfied that Stroud District Council is helping with economic recovery locally	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Q18.** Do you have any final comments you would like to make?

---



---

**Q19.** Thank you for agreeing to take part in this survey.

The Council would like to invite all the organisations who took part in this survey to a proposed consultation event in October. Would you like to be advised when this meeting is taking place?

yes .....  1      no .....  2

**Q20.** The Council will be holding a breakfast meeting in January, to give another opportunity for businesses to make their views known directly to the Council, at which the results of the research will be presented. Would you like to be advised when this second meeting is taking place?

yes .....  1      no .....  2

**Q21.** **CHECK THE ANSWERS TO Q19 AND 20. IF YES TO EITHER:**  
record the respondent's email address or other contact details

---



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**THANK RESPONDENT AND CLOSE. THEN RECORD THE FOLLOWING DETAILS**

**Q22.** Respondent gender

male.....  1      female .....  2

**Q23.** Length of Interview (minutes)

---

**Q24.** Time of Interview (24 hour clock)

---



**Q25.** Name of interviewer

---

